

JungleScout

How to Sell on Amazon | Chapter 2

# How to Sell on Amazon FBA: The Basics



## Chapter 2

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In the most basic terms, to sell on Amazon, you simply need a product to sell, an Amazon seller account, and a means of getting your product to your customer.

Whether you have a product to sell or just want to get in the game but don't yet know what to sell, there's a business model that works for you to sell on Amazon. We'll review the many options and choices you have when building your business, and focus on one that has proven to be a profitable, scalable method: **private label**.

## Amazon business models



**Private Label**: Creating your own product label/brand (we'll explore this in great detail in this guide)



**Dropshipping**: Buying products directly from a manufacturer who fulfills the order and ships directly to the customer



**Wholesale**: Buying products in bulk directly from a brand or from distributors with extra stock in order to sell on Amazon



**Handmade**: Creating/crafting your own products to sell on Amazon



**Reselling/Arbitrage**: Buying discounted products through retailers or online to resell on Amazon

You can run your fulfillment through Amazon's [Fulfillment by Amazon](#) (FBA) program, in which Amazon handles all the storing, packing, and shipping of your products. We'll explain this process in detail. Alternatively, you can sell through Amazon's Merchant-Fulfilled Network (aka Amazon [Fulfillment by Merchant](#), or FBM), and you would be responsible for all fulfillment. Learn more about FBA vs. FBM [here](#).

# How to sell private label products on Amazon FBA:

Private label, or the practice of sourcing or producing bulk products to sell under your own brand or label is used by 59% of all Amazon sellers.

### What you do:

- **Product research:** Research products that have high demand and low competition on Amazon to find the most profitable opportunity. This is crucial to your business — we'll go into more detail on this topic below.
- **Product sourcing:** Find a supplier or manufacturer to create your product at the right cost. The supplier can ship your products directly to Amazon's warehouses.
- **Product listing and branding:** Create your Amazon seller account and listing(s) for your product, including branded graphics and quality photography.
- **Promotion:** Launch and advertise your product to stand out among Amazon's catalog of millions of products and rank in the product search results.
- **Sales management:** Monitor your inventory and sales, and scale your business to keep those profits coming in!

After a customer orders your product, you can keep track of its progress on its way to the customer, but you don't need to do anything yourself.

### What Amazon does:

1. Amazon receives your products (from you or your supplier) and stores them in one or more of their million-acre fulfillment centers, which are massive warehouses run by robots and Amazon employees. Your products are inventoried and sorted. (It's in Amazon's best interests to take good care of your products, but if they are somehow damaged in one of Amazon's warehouses, Amazon will reimburse you the full retail price!)
2. When a customer places an order on Amazon for your product, Amazon processes the transaction automatically. Your product is picked from its place on Amazon's warehouse shelves, packed into an Amazon box, and shipped to the customer.
3. Amazon manages communications with the customer, including shipping notifications and tracking, reviews, and even returns.

### How Amazon FBA Works



# Let's get you started on Amazon FBA!

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Amazon FBA changed my life, and I hope it can help you change yours, too. Whether you're looking for financial freedom, a 4-hour work week, to expand your brand, or to create something that's your own, we want to help you succeed.

At Jungle Scout, we provide tools that are powerful but easy to use, the most accurate data, and the best possible support to help you at every step of your journey.

Don't forget to check out our [Resources Page](#) (bookmark it now!) and follow Jungle Scout on social media to see more tips and info that the team and I continue to share to keep you on top of your Amazon game.

And as always, if you have any questions, don't hesitate to reach out: [gmerc@junglescout.com](mailto:gmerc@junglescout.com).



**[Greg Mercer](#)**

Founder & CEO of Jungle Scout  
8-figure Amazon seller



# About Jungle Scout

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[Jungle Scout](#) is the leading all-in-one platform for selling on Amazon. Founded in 2015 as the first Amazon product research tool, today Jungle Scout features a full suite of best-in-class business management solutions and powerful market intelligence resources to help entrepreneurs and brands manage their Amazon businesses.

Explore all of Jungle Scout's included capabilities:



**Product research**



**Product tracking**



**Supplier database**



**Keyword research**



**Listing optimization**



**Sales management**



**Review automation**



**Inventory management**

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