


A person wearing a red cardigan is shown from the waist up, standing behind a white table. They are packing a cardboard box with brown packing paper. The background is a bright, out-of-focus indoor space with a window showing greenery outside. The text is overlaid on a teal rounded rectangle.

Complete Amazon Handmade Startup Guide (Part I)

Creative Strategies with Ashley Raetz



Choosing to add Amazon Handmade is choosing to level up your business. Amazon Handmade has completely transformed my business.

-Ashley Raetz

Welcome! Welcome!

I am so excited that you want to learn more about a selling platform that has **completely transformed** my business. In fact, as this guide is being created, I am shipping out **hundreds of orders** from Amazon. It's an amazing feeling to apply to be a handmade seller and gain access to all of the customers on Amazon. And then to get to watch as it transforms your business is just such a blessing. I want that for you! This guide is meant to be used along with the video trainings available to members of Creative Connections on my website at ashleycreatives.com. Please use the Part I videos and this guide as we walk with you through the process of **applying to be a seller, getting accepted, setting up an Artisan Profile, Shipping Templates, Info and Policies, User Permissions, Return Settings, Login, and Notifications**. And this is only

Part II!

Cheers! From my cup of coffee to yours!

-Ashley

First Steps First: Is Amazon Handmade Right for Your Business?

1. Are you able to reproduce your items? Y/N

Amazon gives a lot of weight to items that have previous sales, which means one of a kind items don't do as well.

2. Do you have the ability to ship items? Y/N

You have to be able to ship product out, so this is the number one thing you need to get set up for your business.

3. Are you ready to hire someone? Y/N

It is an if...but I want you to be prepared. If you hit a top seller, you will need to be ready to hire extra help.

4. Are you ready to level up your business? Y/N

Amazon may not be the best place to start for your business if you've never sold on Facebook or any other platform before.

How To Apply To Amazon Handmade

These are the areas that will make the difference between getting your application to Amazon Handmade accepted or rejected.

Pictures of product and process.

Amazon wants to see that you are a handmade artist. They want to see your workspace and process. They will ask for pictures!

Short and juicy seller story.

Your seller story needs to be short and juicy. Tell them how you got started and what you do.

Completely fill out the application.

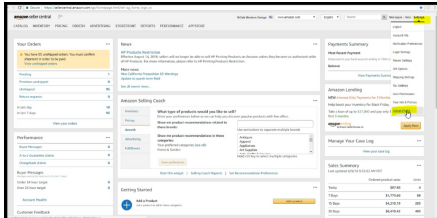
If you accidentally leave something off, you can get rejected. Make sure that the application is FULLY filled out.

Elaborate in your application any chance that you can.

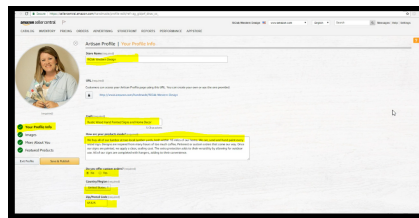
This is especially important in a saturated market. Instead of a sign maker...I am a Rustic Farmhouse Sign maker. Niche down as much as you can.

Setting Up Your Amazon Handmade Artisan Profile

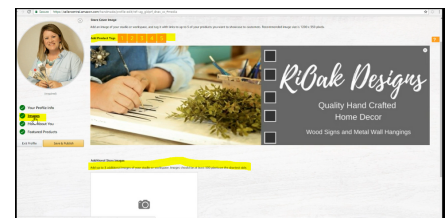
Walk through these basic steps to set up your Artisan Profile for Amazon Handmade.



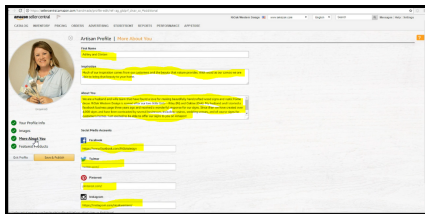
1. Go to Settings and down to the bottom for Artisan Profile.



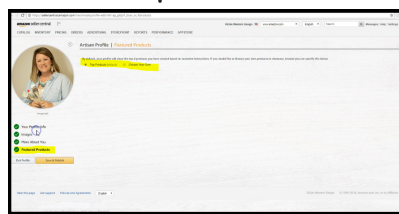
2. Fill out store name, craft, how your products are made, choose if you offer customs, country and zip code.



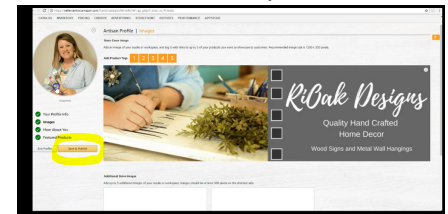
3. Add your store cover image (1200 by 350 pixels) and up to 5 product images (500 pixels each on shortest side.)



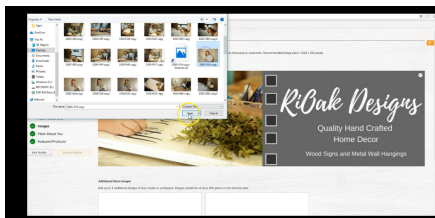
4. Add in your name, inspiration, an about you section, and your social media account links.



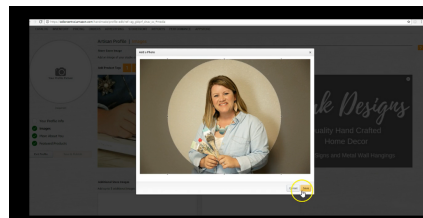
5. Choose how you want featured products chosen.



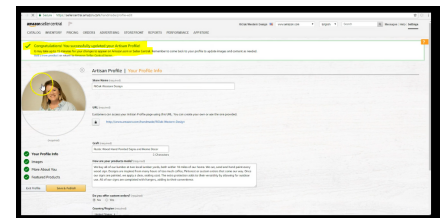
6. Choose save and publish to save all of your changes.



7. You can change the images you have chosen at any time.

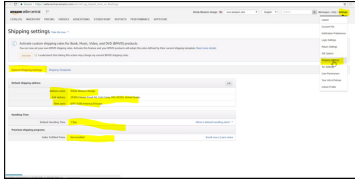


8. When you select an image you can move the circle around to crop the image.

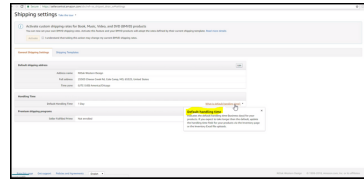


9. You will get a confirmation message when your changes are saved.

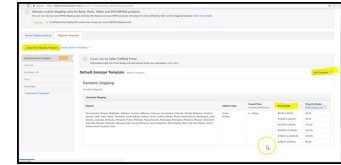
Shipping Templates



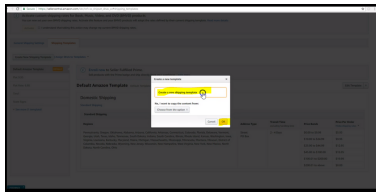
1. Go to Settings> Shipping Settings> General Shipping Settings. This is where you can fill in your address, handling time, and if you want to do FBA (which I do not do.)



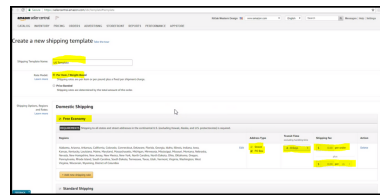
2. Handling time can't be adjusted here. You do it in your inventory page.



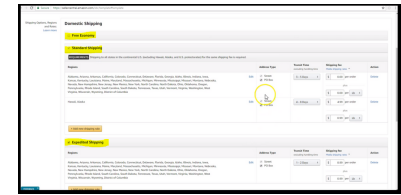
3. The default template is by pricing bands, which I don't recommend. You can edit a template...but we are going to create a new one.



4. Click to create a new shipping template.



5. You can name your new shipping template and customize the states, territories, address type, transit time, and shipping fees. Get more tips in the video for what to choose.



6. You can do this same process for free economy, standard, expedited and more. I only offer standard.

Make sure you hit save at every step of the process.

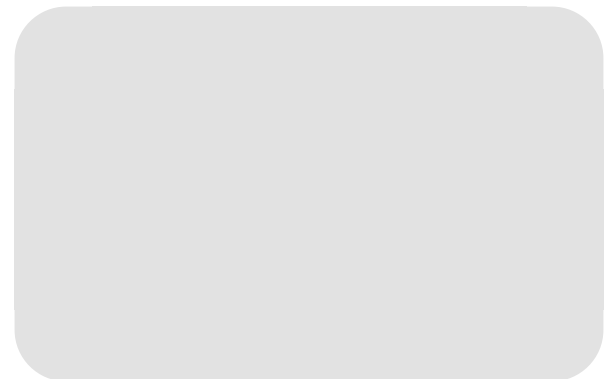
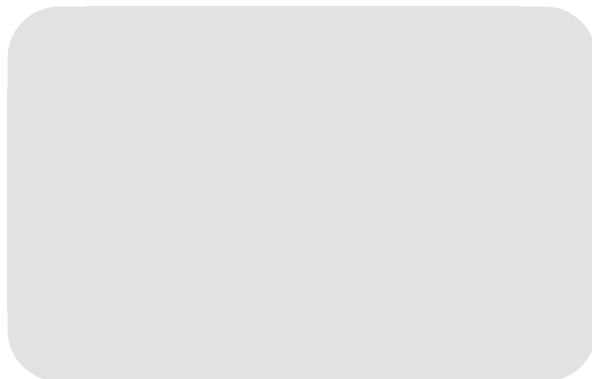
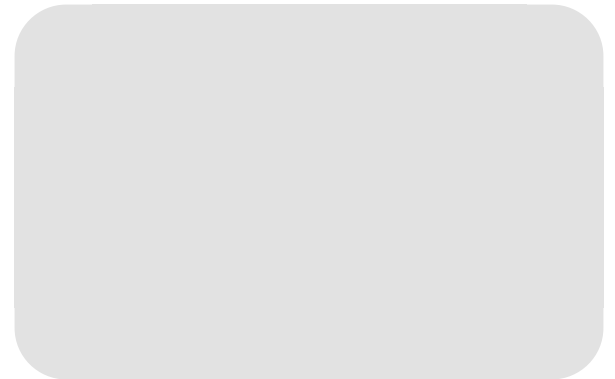
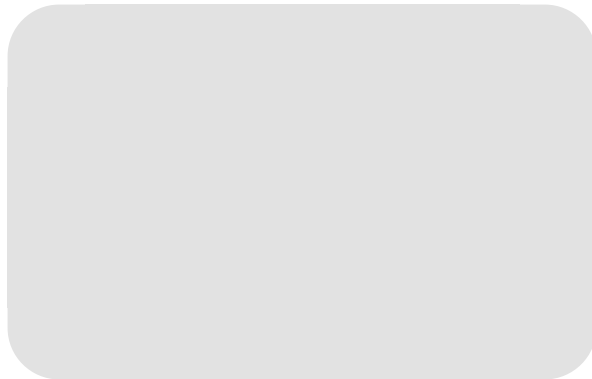
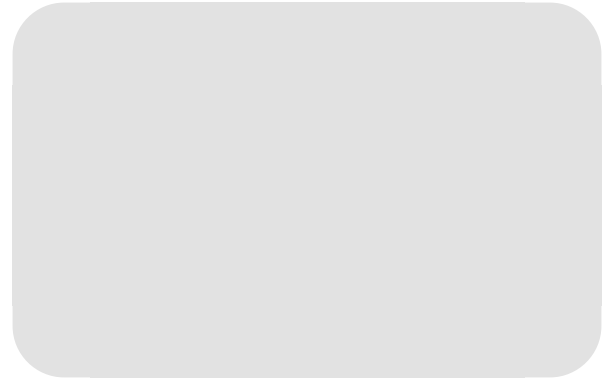
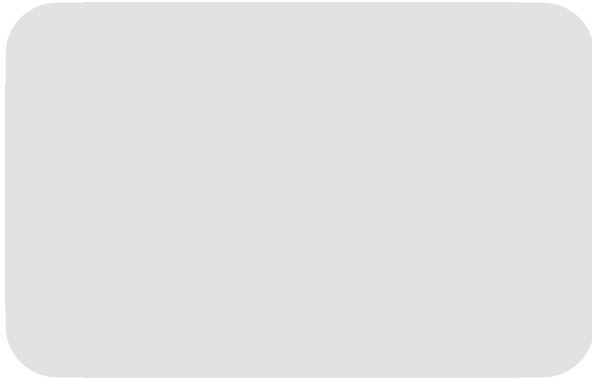
Watch your shipping costs! If you start to eat or overcharge on shipping charges, go in and edit your templates to modify your template. As you ship more, you will learn exactly how much it will cost you to ship your product throughout the United States. Remember that sometimes for your customer, raising the price of the item is better than raising the shipping charge.

Shipping Templates Brainstorming

Use this space to roughly calculate which templates would work best for groups of products.

Template Name/Price

Products In that Template



Shipping Worksheet

If you aren't experienced with shipping your products or want to get an idea of how much shipping is going to cost you for different products sent to different locations, you can use this worksheet to help. All you need to know is the weight and dimensions of each product you want to test. Remember to add a little weight and inches for the packaging weight and bulk. Then you can go to <https://postcalc.usps.com/> and enter in the information to calculate the estimated shipping to a few different corners of the United States. Write the estimated cost in the boxes to help you keep track and get a range of the shipping cost for that item.

Product Name and Dimensions	South Texas 78501	Montana 59003	Florida 32004	Maine 04005	Southern California 90001	Seattle, WA 9810	Hawaii 96732	Alaska 99501
EXAMPLE: 12 by 12 framed sign 2 lbs.	8.75	10.65	9.85	11.80	10.65	11.80	12.90	12.90

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Info and Policies

In the Info and Policies section of your settings you can give extra information to your customers about you and how you run your business. You can also upload your logo. Brainstorm some items you would like to include below.

About Seller:

Shipping:

Privacy Policies:

Gift Services:

Tax:

Frequently Asked Questions:

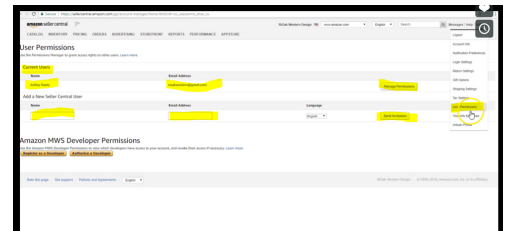
You can also add content to custom help pages to customize the information you give to your customers on Amazon.

User Permissions, Returns, Login, and Notifications

In the Info and policies section of your settings you can give extra information to your customers about you and how you run your business in addition to your seller logo. Brainstorm some items you would like to include below.

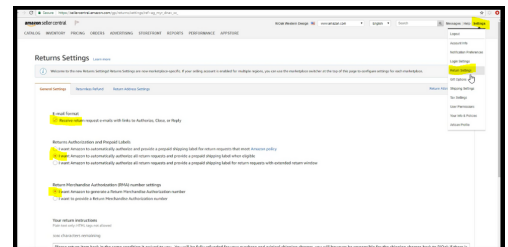
User Permissions:

Use this section to add a business partner's access to your account or developer access.



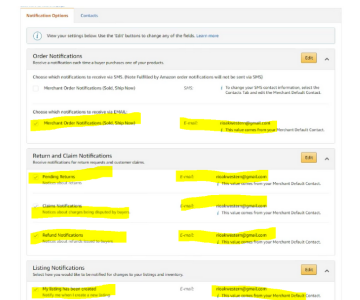
Returns:

Use this section to set up the way Amazon will handle returns.



Notifications:

Use this section to tell Amazon how to notify you of activity.



Login:

Use this section to set up login settings for your Amazon account.

