

Sell on Amazon

A Guide to Amazon's Marketplace,
Seller Central, and Fulfillment by
Amazon Programs

Steve Weber

Sell on Amazon

A Guide to Amazon's Marketplace,
Seller Central, and
Fulfillment by Amazon Programs

By Steve Weber

All Rights Reserved © 2008 by Stephen W. Weber

No part of this book may be reproduced or transmitted in any form by any means, graphic, electronic, or mechanical, including photocopying, recording, taping or by any information storage or retrieval system, without permission in writing from the publisher.

Published by Stephen W. Weber

Printed in the United States of America

Weber Books www.WeberBooks.com

Author: Steve Weber

Editor: Julie Bird

13-digit ISBN: 978-0-9772406-4-7

10-digit ISBN: 0-9772406-4-9

Also by Steve Weber:

eBay 101: Selling on eBay For Part-time or Full-time Income, Beginner to PowerSeller in 90 Days

The Home-Based Bookstore: Start Your Own Business Selling Used Books on Amazon, eBay or Your Own Web Site

Plug Your Book! Online Book Marketing for Authors, Book Publicity through Social Networking

Plug Your Business! Marketing on MySpace, YouTube, blogs and podcasts and other Web 2.0 social networks

Acknowledgments

The following people graciously donated their expertise by reviewing this manuscript and providing corrections, important new information, and crucial perspective:

- **Kevin O'Brien** of Spaceware, a longtime, independent provider of automation software for Amazon sellers. Kevin's daily contact with the Amazon seller community enabled him to provide invaluable assistance with this project. To download a free trial of the company's listing, pricing and order-management software, see:

<http://spaceware.com>

- **Randy Smythe**, an Amazon seller with the nickname inetmedi-
asource, provided unique input from his experience as a high-volume user of Amazon, Fulfillment by Amazon and eBay. Randy regularly provides free advice and important, unique information to sellers on his Web site:

<http://www.myblogutopia.com>.

Contents

ACKNOWLEDGMENTS	4
WARNING AND DISCLAIMER	10
INTRODUCTION	11
DISCOVERING AMAZON	12
GET STARTED ON AMAZON	15
SEE THE FOUR DEGREES OF AMAZON	15
LIST AN ITEM ON MARKETPLACE	17
DESCRIBE YOUR ITEM'S CONDITION	19
RATE YOUR ITEMS' CONDITION	19
SET YOUR PRICE	22
SET SHIPPING LOCATIONS, OTHER OPTIONS	22
SET QUANTITY AND SKU.....	23
TAKE AMAZON PAYMENTS	24
PAY FEES AND COMMISSIONS.....	25
IDENTIFY YOUR PRODUCTS.....	26
MANAGE INVENTORY	31
SEARCH AND SORT YOUR LISTINGS.....	32
REPRICE YOUR LISTINGS.....	33

Q&A: HOW OFTEN SHOULD I REPRICE?	33
EDIT YOUR LISTINGS	36
RELIST YOUR ITEMS	36
MANAGE INVENTORY THE SMART WAY	37
RECONCILE YOUR INVENTORY	37
UPLOAD INVENTORY FILES TO AMAZON	38
USE SKUs	38
SECURE YOUR AMAZON ACCOUNT	39
BEST PRACTICES	40
VIEW AND SEARCH YOUR ORDERS	40
CREATE A PRODUCT DETAIL PAGE	42
AMAZON VELOCITY LIMITS	45
BEST PRACTICES	46
CONTACT AMAZON.COM	47
GET HELP FROM OTHER SELLERS	48
STAY ON THE LAW'S RIGHT SIDE	51
YOUR BUSINESS'S LEGAL STRUCTURE	52
LOCAL ORDINANCES	53
STAY ON AMAZON'S GOOD SIDE	59
PROHIBITED ITEMS	60
LISTING RULES	61
PRODUCT DETAIL PAGE OFFENSES	63
CONTENT PROHIBITED ON DETAIL PAGES	64
SOFTWARE SALES	68
AMAZON PARTICIPATION AGREEMENT	70
CONDITION GUIDELINES	70
KICK IT UP A NOTCH	73
AUTOMATION	74
GET EFFICIENT WITH FULFILLMENT SOFTWARE	74
DO-IT-YOURSELF BULK LISTING	76
WORKING WITH SPREADSHEETS	77

REFINE YOUR TEMPLATE	80
A WORD ABOUT SKUs	80
A WORD ABOUT ISBNs	81
SOURCE USED ITEMS FOR RESALE	83
LIVE AUCTIONS	86
GET MERCHANDISE ON CONSIGNMENT	90
EXPLORE SELLER CENTRAL	93
USE SELLER CENTRAL	94
CUSTOMER COMMUNICATION GUIDELINES	96
INDIRECT COMMUNICATION	97
SELLER DESKTOP	98
UPLOAD PRODUCTS TO AMAZON	100
AMAZON PRODUCT INFORMATION	101
HANDLE YOUR FULFILLMENT	103
OTHER SHIPPING RESOURCES	106
CHOOSE A SHIPPING COMPANY	107
SHIPPING MATERIALS	107
SHIPPING TIMEFRAMES	109
BEST PRACTICES	109
Q&A: IS DELIVERY CONFIRMATION WORTH IT?	110
OUTSOURCE YOUR FULFILLMENT	113
GET A LEG UP ON COMPETITION	114
TYPICAL COSTS OF FULFILLMENT BY AMAZON	115
USE FBA 'BASIC FULFILLMENT'	118
COMPETING WITH FBA	118
DRAWBACKS OF FULFILLMENT BY AMAZON	120
LOST OR DAMAGED FBA ITEMS	120
FULFILLMENT BY AMAZON FACTS	121
BEST PRACTICES	122
SMART FBA SHIPPING	123

AMAZON EASYSSELL	124
USE AMAZON AS A DROP-SHIPPER.....	125
IMPORTS AND EXPORTS	125
EXPORT ITEMS	126
PREPARE ITEMS FOR SHIPMENT.....	126
COMPETE WITH FEEDBACK	129
FEEDBACK GROUND RULES	131
KEEP A HIGH FEEDBACK AVERAGE	134
SELLER PERFORMANCE TARGETS.....	136
FEEDBACK REMOVAL	136
RESPOND TO NEGATIVE FEEDBACK.....	137
Q&A: SHOULD I REFUND MY IRATE CUSTOMER?.....	138
SEE YOUR FEEDBACK SUMMARY	139
VIEW FEEDBACK FOR A BUYER.....	140
LEAVE FEEDBACK FOR BUYERS	140
HANDLE NON-DELIVERY REPORTS	141
RETURNS AND RESTOCKING FEES.....	141
Q&A: DO CANCELED ORDERS HURT SELLERS?.....	142
CHARGEBACKS AND A-TO-Z CLAIMS	143
AMAZON SELLER PERFORMANCE	147
Q&A: SHOULD I ASK BUYERS FOR FEEDBACK?.....	149
BEST PRACTICES.....	150
EXPLORE THE SOCIAL JUNGLE.....	151
GET CRAZY WITH LISTS	151
SO YOU'D LIKE TO . . . GUIDES	153
WRITE PRODUCT REVIEWS	154
GET CREDIBLE WITH PEERS.....	155
AMAZON TAGS.....	156
TAG-BASED MARKETING.....	158
PROBLEMS WITH TAGS.....	159
AMAZON TAGS FOR SEARCH	159
MAKE FRIENDS AT THE RIVER.....	160

INTERESTING PEOPLE	161
ADVANCED AMAZON TOOLS	162
BUY X, GET Y	162
WEAKNESSES OF BXGY	163
SINGLE NEW PRODUCT E-MAILS	164
AMAPEDIA.....	165
CUSTOMER DISCUSSIONS	165
PAY-PER-CLICK ADVERTISING.....	167
GOOGLE AdWORDS	167
CLICKRIVER/AMAZON PRODUCT ADS.....	169
AMAZON PRODUCT ADS.....	170
THE FUTURE OF PPC	170
YOUR OWN WEB SITE	171
WEBSTORE FEATURES	172
MANAGE YOUR WEBSTORE.....	173
OTHER E-COMMERCE HOSTS.....	175
EARN SIDE REVENUE	175
AMAZON ASTORES	177
AMAZON ADVANTAGE	181
ADVANTAGE VS. FULFILLMENT BY AMAZON	182
MANAGE THE DETAILS.....	183
ADVANTAGE PROFESSIONAL	184
INDEX.....	185

Warning and Disclaimer

The information in this book is offered with the understanding that it does not contain legal, financial, or other professional advice. Individuals requiring such services should consult a competent professional.

The author and publisher make no representations about the suitability of the information contained in this book for any purpose. This material is provided “as is” without warranty of any kind.

Although every effort has been made to ensure the accuracy of the contents of this book, errors and omissions can occur. The publisher assumes no responsibility for any damages arising from the use of this book, or alleged to have resulted in connection with this book.

This book is not completely comprehensive. Some readers may wish to consult additional books for advice.

This book is not authorized or endorsed by Amazon or any other company mentioned in the text.

Introduction

If you're in business to sell consumer goods—or you want to be—you should be on Amazon.com. More than 90 million consumers regularly shop at Amazon, and the number grows daily. As its business has blossomed, Amazon has made it easy for third-party sellers—individuals, large businesses, and mom-and-pop stores—to grab a piece of the action. If you already have a Web or brick-and-mortar store, you can probably boost your volume and profits by showing your wares on Amazon, the world's biggest store.

This book explains the myriad ways that you can profit by partnering with Amazon. Perhaps eBay is more famous for online selling, but today Amazon is the most popular online marketplace, having passed eBay in buyer traffic during the 2007/2008 holiday buying season.

Amazon also ranks among the highest-rated online retailers in customer satisfaction, price, and selection. By selling on Amazon and playing by its rules, you can leverage the Amazon brand name and prime Internet real estate from day one.

Selling on Amazon is big business. Third-party merchants like you and me sell 26 percent of the items sold on Amazon. And that's just fine with Amazon, because its merchants pay commissions on each sale. In return, sellers are rewarded with a steady stream of paying customers, without the traditional risks of retailing. With an Amazon business, you don't need to put up cash for advertising, insurance, employees, retail showrooms, or any of the other major costs of traditional retailing.

Unlike many other large shopping sites, Amazon doesn't charge sellers any fees until your goods have been bought and paid for. And perhaps most importantly, Internet fraud is exceedingly rare at Amazon,

in contrast to many Web shopping venues. Amazon screens your customers for you, collects the payments, and sends the proceeds to your bank account.

If you don't want to deal with online buyers yourself, Amazon will handle it all for you. For some extra fees, Amazon will ship your items to customers and handle all customer service, e-mails, and product returns. All you need to do is ship your goods to an Amazon warehouse. (For more information, see the section in this book on "Outsource your Fulfillment.")

Discovering Amazon

Little more than a decade after its founding as an online bookstore, Amazon has evolved into an amazingly effective tool for all sorts of businesses, big and small:

- The existing brick-and-mortar retailer who wants to get additional exposure for his or her products online.
- The startup entrepreneur who wants to start a business selling products from home.
- Anyone with access to new or used consumer items—ranging from books, movies, and electronic gadgets to games or practically anything else—who wants to convert those items into cash quickly and easily.
- Manufacturers or distributors who want additional exposure for their products on the Internet.
- Publishers, liquidators, and others who want to move overstock and "long tail" merchandise. If there's a buyer for your item somewhere in the world, they can find you on Amazon.
- The artisan or inventor who wants to get broader exposure for his or her wares.

If you have something to sell, get it on Amazon, and you'll sell more of it—on Amazon and everywhere else. Amazon's personalized product recommendations can generate sales for you not only on Amazon's Web site, but in local brick-and-mortar stores, too. Millions of shoppers make

their buying decisions on Amazon because of the quick, easy access to product information and unbiased consumer reviews, then drive to a local store to pick up an item immediately.

Rest assured, you don't need your own Web site or any special computer expertise to sell on Amazon. If you're comfortable using e-mail, you've got all the skills you need to get started selling on Amazon.

What if you've already got a Web site on which you're selling products, or you're planning one? Read on, and discover how to use Amazon to funnel new and repeat customers to your business.

Get started on Amazon

Amazon Marketplace is a sales platform available to businesses or individuals who sell new, refurbished and collectible products. The offers from these merchants get prominent placement on Amazon's product detail pages, right alongside Amazon's own listings.

For example, when you view Amazon's retail price for an item, nearby you'll see a link such as **36 used & new from \$18.99**. Clicking the link brings you to the offer listing page for Amazon's Marketplace sellers. All you need to do to start selling is click the yellow **Sell Yours Here** button. Then you can provide banking details so Amazon can transmit the money from your sales, and you'll choose your business name, also known as a "seller nickname."

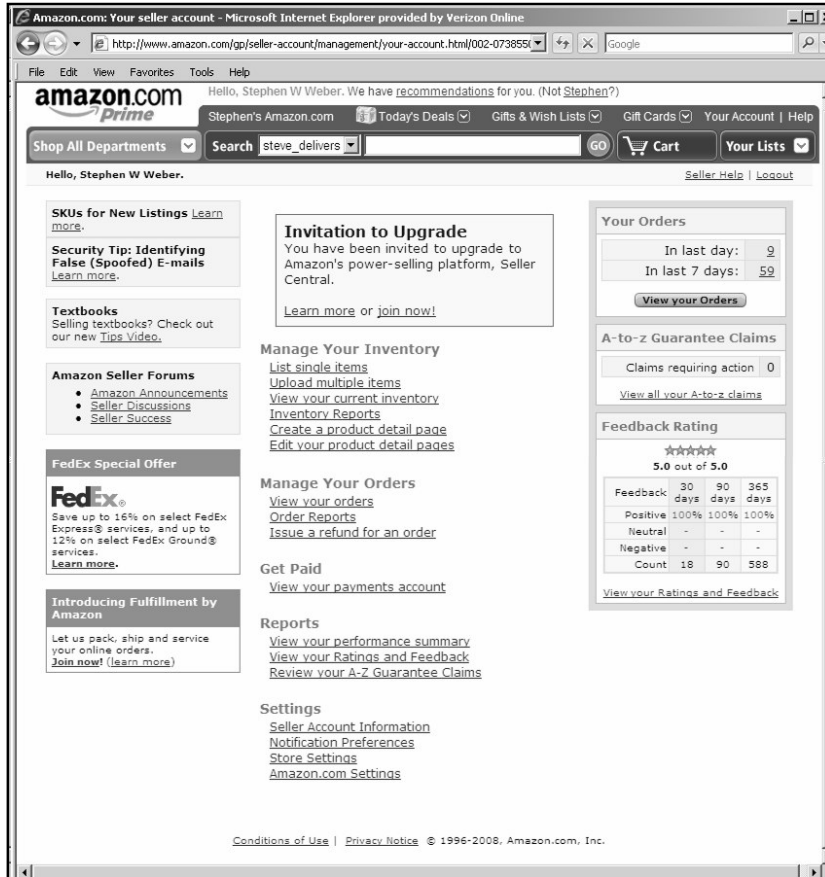
Once you're participating as a seller, you can monitor all your activities at your **Seller Account** page:

<http://www.amazon.com/seller-account>

See the four degrees of Amazon

Amazon has four levels of seller programs:

An individual selling account. Anyone with a regular Amazon consumer account can click the **Sell Yours Here** button on an Amazon product page to offer a used, new or collectible item for sale. There are no listing fees, but Amazon collects a 15 percent commission on each sale plus additional miscellaneous fees.



The personalized Seller Account page for Amazon-registered users:
<http://www.amazon.com/seller-account>

- **Pro-Merchant subscribers.** For \$39.99, Amazon provides volume listing and inventory-management tools, and waives the 99-cent per-item fee charged on sales to individual accounts. For sellers who regularly sell more than 40 items per month, the Pro-Merchant subscription is a great deal because it reduces selling costs and allows you to further automate your business.
- **Fulfillment by Amazon.** Instead of selling and shipping items to buyers directly, sellers ship their items to Amazon’s warehouse.

For extra fees, Amazon stores the merchandise, handles customer service, and ships the items to the buyer. A big advantage of this program is that your listings qualify for Amazon's various free shipping offers. Buyers of regular Pro-Merchant listings must pay at least a few dollars for shipping—for example, \$3.99 for books and \$2.98 for CDs and DVDs.

- **Merchants@ Program.** This is a higher level of Pro-Merchant status, sometimes referred to as **Gold- and Platinum-level sellers**. Participating sellers, often large-volume vendors with access to wholesale prices, get extra visibility on Amazon's site. If you're already a Pro-Merchant with a good track record of sales and customer service, you'll probably get an invitation to this program. To apply, visit this contact form and indicate what category of merchandise you're interested in selling:

<http://www.amazonservices.com/contactus>

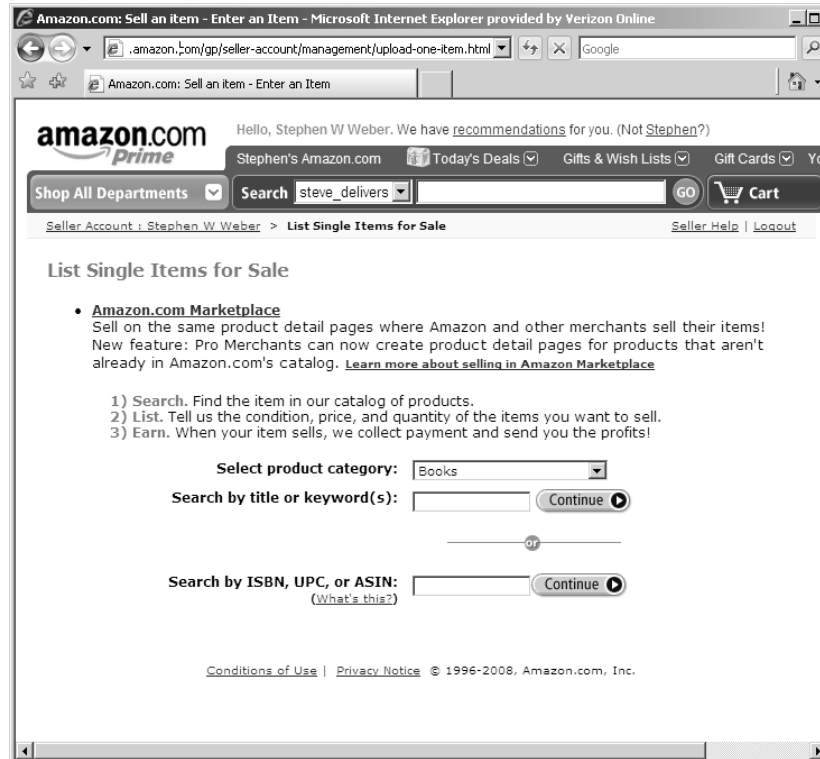
List an item on Marketplace

There are virtually no barriers to listing an item for sale on Amazon Marketplace. If you already have an Amazon consumer account, you can use that account to list items for sale.

To list an item, simply search for the Amazon page for the product you're offering, and click the link **Sell Yours Here**. Amazon's Web site will prompt you for the additional information required for selling privileges.

To search for products, look for the search box at the top of any Amazon page. Search for the item using the product name, title or ISBN or UPC. These are the digits above the barcode on a retail page, and stand for International Standard Book Number or Universal Product Code.

You can also list items from your Seller Account page by clicking the link **Sell single items**.



Beware of restricted products

In addition to preventing the sale of illegal products, Amazon also restricts the sale of certain high-value goods. Sellers of these expensive items must be pre-approved by Amazon, including:

- Computers
- Cell phones (without service) and wireless accessories

Also, sales of certain top-selling items are restricted to pre-approved merchants in these store categories:

- Computer and video games
- Electronics

- Software

Amazon classifies computer games as a subcategory of its Software store, and restricts computer game sales to pre-approved sellers.

Also, Amazon usually restricts the entry of new merchants into its Toys category in the weeks leading up to the holiday buying season. And some stores are simply closed to third-party sellers, including:

- Jewelry
- Watches
- Apparel
- Shoes

Describe your item's condition

Amazon's Web site shows a drop-down menu of condition classifications depending on what type of merchandise you're selling. Here you indicate the item's condition and add comments further describing the item. For example, if you were selling a used DVD, you might classify its condition as "Good" and add the comments: "Has rental-store sticker and light scratches."

Designating condition and your description. Take pains to describe items accurately, and disclose all defects. Err on the side of caution. Accuracy in descriptions boosts buyer satisfaction, your repeat business, and your feedback ratings from customers.

Rate your items' condition

You can sell items in any of four condition categories on Amazon: New, Used, Collectible, and for certain types of products, Refurbished. It's important to accurately grade your items because your customer satisfaction and reputation depend on it.

Amazon has fairly precise guidelines for rating new or used products on Amazon:

- **New:** A brand-new, unused, unopened product in its original packaging and with all original packaging materials included. The

original manufacturer's warranty, if any, should still apply, with details of the warranty included in your condition comments.

- **Like New:** An apparently untouched product, in perfect condition. The original plastic wrap may be missing, but the original packaging is intact and pristine, and instructions are included. There are absolutely no signs of wear. Suitable for presenting as a gift.
- **Very Good:** A well-preserved item that has seen limited use but remains in excellent condition. The item is complete, unmarked, and undamaged, but may show some limited signs of wear. The product works perfectly.
- **Good:** The product shows wear from consistent use, but remains in good condition. The item may be marked or have identifying information on it, and show other signs of previous use. The product works perfectly.
- **Refurbished:** The product was professionally restored to working order. This usually means the item was cleaned, inspected and repaired according to manufacturer specifications. The original packaging might not be included. A manufacturer's warranty—or a warranty of the company that refurbished it—should apply and be explained in the condition comments.
- **Acceptable:** The product is fairly worn, but it continues to work perfectly. The signs of wear can include scratches, dents, and other aesthetic problems. The product may be marked or have identifying information on it, and may show other signs of previous use.
- **Unacceptable:** Products that do not work perfectly in every regard are unacceptable, and thus ineligible for selling on Amazon. Items that are damaged in ways that render them difficult to use are likewise unacceptable. Items for which essential accompanying material is missing are unacceptable. Products that require repair or service are unacceptable.

For more detailed guidelines for books, music, videos, electronics, cameras, and other Amazon product lines, consult this Amazon guide:

<http://www.amazon.com/gp/help/customer/display.html?nodeId=1161242>

Index

<i>A</i>	
Acceptable condition	20
account security	40
accrual accounting	57
Add Amazon Item command....	99
AdSense	179
advertising, Web sites	175
AdWords.....	167
affiliate programs.....	175
Amapedia	165
Amazon Associates.....	176
Amazon friends	160
Amazon gift certificates	24
Amazon Interesting People	161
Amazon Marketplace	15
Amazon participation agreement	70
Amazon Payments	22, 24
Amazon Prime.....	115
Amazon Seller Community.....	48
Amazon Services Order Notifier (ASON)	42
Amazon Standard Identification Number (ASIN).....	27, 153
Amazon tags	156
Amazon Advantage	181
Amazon general pricing rule	23
APIs	76
applicable replacement value .	120
application programming interfaces.....	76
ASIN	27
ASINs.....	153
ASON	42
Associated Bag Co.....	108
assumed name.....	54
aStore.....	177
A-to-Z claims	144
Autocreation.....	99
automated repricing.....	34
<i>B</i>	
bank routing numbers	24
bankruptcy sales.....	84
barcode scanner	75
Basic Fulfillment	118
Best Value (Amazon).....	162
Better Together (Amazon)	164
blocked accounts	147
book conditions	70
bookfolds	108
Bookland EAN.....	29
Browse Tree Guides	101
bubble envelopes.....	103
Bulk Acceptance Scans.....	112
bulk listing.....	76
bulk uploads	76
business permits and licenses ..	53
business records.....	51
business use of your home.....	55
Buy X Get Y (BXGY).....	162
BXGY (Buy X, Get Y).....	162
<i>C</i>	
canceling orders	46
Carrier Pickup, USPS	104
cash basis bookkeeping.....	56
closing listings	32
collectible pricing	22
community rules	137
contacting Seller Support	48
chargeback.....	144

charging at time of shipment ...	46
classified ads	89
Click-N-Ship.....	105
click-to-call.....	48
close-out merchandise.....	85
closing fees	25
closing listings.....	36
CN-22	126
Collectible merchandise	19
Commission Junction	176
condition classifications	19
condition, music items	71
consignment selling	90
corporations	53
CouldNotShip code	97
Craig's List.....	89
Customer Discussions (Amazon)	165
customer reviews	154
customer service	129
Customs auctions.....	87
<i>D</i>	
Delivery Confirmation	105, 111
descriptions.....	19
Detail information on WebStore	101
detail page creation.....	45
downloading order reports.....	94
Drop Ship by Amazon	125
<i>E</i>	
EAN	26
EAN system	29
EasySell	124
eBay	114
eBay ProStores	175
editing listings, bulk	36
contacting Amazon.com	47

Endicia.....	104
estate liquidators.....	84
estate sales.....	83
Estate sales	83
excessive refunds	45
expedited shipping.....	22
exports	125
<i>F</i>	
FBA	113
FBA Export.....	126
Federal Express.....	107
feedback.....	149
feedback for buyers.....	140
feedback reminders.....	131
feedback removal	136
feedback.....	129
fees and commissions	25
fulfillment feex	123
fictitious name certificate	53
financial records.....	55
financial statements.....	51
Flexible Payments Service (FPS)	25
Flickr.com.....	156
folksonomies	157
foreign-eligible products.....	125
fraud prevention	22, 24
Friends, Amazon	160
Fulfillment by Amazon	12, 113
Fulfillment by Amazon Merchant Manual	122
Fulfillment/ship confirmation feed	97
<i>G</i>	
garage sales	85
Good condition.....	20
Government Liquidation	88

GSA Auctions	88
GTINs	30

H

hackers	39
hoax messages.....	40
home page, Seller Central.....	95

I

international shipments	109
illegal products.....	18
imports	125
income taxes.....	52, 54
independent contractors.....	57
individual selling account.....	15
insurance	56, 104
Internal Revenue Service.....	51
international sales, FBA.....	126
international shipping	22
International Standard Book Number (ISBN).....	17
Inventory Loader	37, 77
inventory loading tools	37
inventory management best practices	46
IRS	51
ISBN	17, 26
ISBN-13	29
ISBNs.....	81
Item Classification Guides.....	101

L

labels, shipping	106
law enforcement auctions.....	88
library sales	83
Like New condition	20
Limited liability company.....	53
listing preferences.....	32
listing templates.....	80

Listmania.....	151
live auctions.....	86
leaving feedback for buyers	138
local auctions.....	86
lost package report.....	110

M

managing orders	36
Manage Your Orders page	97
managing large inventories	36
manufacturer's list price (MSRP)	23
manufacturer's product code....	26
Marketplace 2.0	94
Marketplace listings best practices	46
maximum transactions	46
maximum weights	121
Media Mail	104
Medicare taxes	52
Merchants@ Program.....	17
managing your inventory.....	36
maximizing pricing	122
MySpace	151

N

neutral feedback.....	137
New condition	19
New merchandise.....	19
negative feedback.....	134
NoInventory code.....	97

O

Omakase, Amazon.....	176
order IDs.....	41
Open Listings	32
Open Listings Reports	37
order cancellations.....	142
order fulfillment.....	103

order reports 95
order unavailable e-mails97
outsourcing 113

P

paid placement.....162
partnership.....53
Pay Now” button 25
PayPal.....22, 105
pay-per-click advertising 167
payroll tax.....57
phishing..... 39
Pick & Pack Fee 113
pick and pack fees 115

105

police auctions 88
Postal Service auctions 87
Price & Quantity template37
Prime shipping..... 119
Priority Mail104
creating detail pages 45
Product Ads170
Product Details 30
product information 101
ProductWikis (Amazon)165
prohibited content 64
Pro-Merchant subscription16
ProStores 175
Purge and Replace 38

Q

Quicken55

R

refunding buyers..... 141
Refurbished merchandise.....19
Remainder distributors 86
Removing listings 38
replacement value.....120

repricing inventory 33
resale license 54
restocking fees..... 141
restricted products18
returns 97, 141
refunding orders 47
return confirmation e-mail..... 97
RSS feeds158

S

sales tax certificate 54
sales taxes..... 54
Schedule C (IRS) 52
searching orders..... 42
searching your listings 32
Sell Yours Here button.....15
Seller Account page.....17
Seller Central..... 93
Seller Desktop 98
seller message boards 48
seller nicknames..... 59
Seller Performance department
.....147
seller performance targets136
Seller Soapbox 49
selling limits 45
selling preferences 47
Sender’s Declaration126
shipping 103
Shipping Assistant (USPS)105
shipping credit 22
shipping guidelines 109
shipping materials 103

105

Signature confirmation.....105
Single New Product e-mails
(Amazon).....164
SKU (Stock Keeping Unit) 23

SKU systems.....	39
SKUs	38, 80
Smythe, Randy	114
So You'd Like to... guides.....	153
Social Security taxes	52
software returns	142
software sales	68
software, fulfillment.....	75
sole proprietorship.....	52
sorting your listings	32
spoofed messages.....	39
spreadsheet	77
shipment confirmations	96
Stamps.com.....	105
state sales taxes	54
stealth postage	104
Stock Keeping Unit (SKU)	23
Super Saver shipping	115

T

tag-based marketing	158
tags, Amazon	156
tags, problems with.....	159
tags, recommendations from...158	
tax identification number	40
tax returns	51
taxonomies	157
tax-preparation software	53
thermal label printers	106
third-party software products ...75	
thrift shops	85
transaction limits	46
Treasury Department auctions. 87	
third-party software & services 49	
TurboTax	53

U

U.S. Postal Service	87, 107
---------------------------	---------

UIEE	37
Uline	108
Unacceptable condition	20
United Parcel Service	107
Universal Information Exchange Environment (UIEE)	37
Universal Product Code (UPC) ..17	
UPC.....	26
U-Pic Insurance Services	104
Upload Wizard	100
UPS	107, 114
Used merchandise.....	19

V

vacation settings.....	38
variable closing fee.....	25
variation themes.....	99
variations.....	99
velocity limits	45
Very Good condition	20
volume listing	16
vacation setting	46
variable closing fees	123
viewing orders	40

W

Web-based contact form.....	48
WebStore	171
Weight Handling Fee	113
wikis.....	165

Y

yard sales	85
------------------	----

Z

Zebra printers.....	106
zoning variance	53, 16

