



How to Sell Books on Amazon

A STEP BY STEP GUIDE

About this book

Have you ever thought about selling books on Amazon?

Why not give it a try?

With this ebook, we show you how to sell books on Amazon and complement your income.



Introduction

It's as good a time as any to kick-start your online business idea. And the top contender for your marketplace is probably the world's most valuable company, Amazon. But before you pour time and money into it, our "How to Sell on Amazon in 2021" guide has a few pointers. Amazon has come a long way from the modest online bookstore of 1994. And so have the people selling on its 17 venues. To stay ahead of the competition, you need to know the figures, the tools, the rules, the loopholes.

In this ebook, we'll cover the following topics:

I. What Does Selling Books on Amazon Cost?

- Individual VS Professional Selling Plan
- Cost of Selling Books on Amazon by FBM Vs. FBA Vs. SFP

II. How to Sell Books on Amazon

- Choosing a Fulfillment Method
- Finding Inventory
- Grading Books for Sale On Amazon
- Hand-picking Books That Can Be Listed on Amazon
- Watching Out For Low-Value Signs
- Watching Out For Value-Added Signs
- Doing Some Market Research
- Setting Up an Amazon Account
- Listing Books on Amazon
- Wrapping and Shipping
- Customer Service

III. How to Source Only Profitable Books

I. What Does Selling Books on Amazon Cost?

You know a thing or two about how to sell books on Amazon and you've set your mind on starting an online bookselling business. But are you sure you know what it takes? When in doubt, follow our [blog](#) and read this ebook. We'll reveal to you the cost of selling books on Amazon – with examples, charts, and other handy little resources.

Before we talk numbers, let's look at the two types of selling plans available on Amazon: Individual and Professional. Depending on your sales volume, your choice of selling plan can impact your profits. You're not tied down to any one plan, but sooner or later you'll probably opt for the Professional one.

Individual Vs. Professional Selling Plan

The “Individual” one isn’t really a “plan”, but more of a pay-as-you-go type of deal. You pay Amazon \$0.99 in selling fees for every unit sold. In return, you get to list items to sell on Amazon. And you also gain access to the Fulfilled by Amazon (FBA) program, should you wish to outsource your sales.

The second option is the “Professional” plan (a.k.a the “Pro” plan), which comes with a monthly selling fee of \$39.99. The perks of a Pro account are many. They include access to advertising, promotions (e.g. free shipping), bulk uploads, feeds, Amazon Business customers, and API integrations.

amazon

Selling Plans

Plans	Individual	Professional
	\$0.99 / Item sold + additional selling fees	\$39.99 / Month + additional selling fees
Overview	<ul style="list-style-type: none">• You sell fewer than 40 items a month• You don't need advanced selling tools or programs• You're still deciding what to sell	<ul style="list-style-type: none">• You sell more than 40 items a month• You want access to APIs and more selling reports• You want to sell with programs like Launchpad or Handmade• You want to sell products in restricted categories
Features		
Add new products to the Amazon catalog	✓	✓
Grow your business with Fulfillment by Amazon	✓	✓
Apply to sell in additional categories		✓
Save time creating listings in bulk		✓
Manage inventory with feeds, spreadsheets, and reports		✓
Qualify for top placement on product detail pages		✓
Increase selling efficiency with API integration		✓
Set your own shipping fees for non-media products *		✓
Engage shoppers with on-site advertising tools		✓
Run promotions including free shipping		✓
Add multiple users to your account		✓

SELLING PLANS | P.1

sell.amazon.com

Which plan to choose? If you sell more than 40 items a month, it makes sense to opt for the Pro plan. Otherwise, you'd be paying more than that in per-item fees anyway(>40 x \$0.99).

Selling fees tend to be similar across all of Amazon's 21 venues, and they've stayed the same for years. In fact, as you'll see from our [Amazon Seller Fees Explained](#) guide, they're the only fees that don't change.

In recent days, the default option when setting up an Amazon account is the Pro plan because it quickly pays for itself. But if you'd like to test the waters before committing to a monthly fee, you can get in touch with Amazon to let them know that the Pro plan isn't for you and you want any charges reversed.

You're free to toggle between selling plans. But if you want to downgrade from Pro to Individual, make sure to do so towards the end of your subscription period, so that you don't end up paying any per-item fees you didn't expect.

To downgrade to Individual or upgrade to Pro, log into your Seller Central account, click Settings, and select Account Info. Then, on the Seller Account Information page, click Manage under Your Services. Select Upgrade/Downgrade. Read the Ts&Cs, click Proceed, and exit Your Services.

Cost of Selling Books on Amazon by FBM Vs. FBA Vs. SFP

On Amazon, you're free to fulfill your orders yourself or outsource to Amazon. Each type of fulfillment channel has its merits, risks, and costs. Here they are, in a nutshell:

- *Fulfillment by Merchant (FBM)* is part of the Merchant Fulfilled Network (MFN) of services available to third-party sellers (3P) since 2000 when Amazon opened itself up to merchants by launching the Marketplace. It involves storing, shipping, fielding questions, and processing refunds yourself. As of 2021, [Customer Service by Amazon](#) is also available, for a fee.

- *Fulfilled by Amazon (FBA)* involves using the Prime badge and sending inventory to Amazon's fulfillment centers. From then on, Amazon handles all aspects of fulfilling orders, including customer service and refunds. This program has been open to third-party sellers as well as vendors (a.k.a. first-party merchants or 1P) since 2006.
- *Seller-Fulfilled Prime (SFP)* means you list your items with the Prime badge but store and ship your items yourself. You must ship same-day, using Buy Shipping labels and Amazon-approved carriers only. If you're accepted into the program, Amazon's customer service will handle buyers for you.

Orders Fulfilled by the Seller (FBM)

Books are part of the BMVD category (Books, Music, Video, and DVD), or 'media' for short.

As such, they come with fixed [shipping rates](#) (what the customer pays for shipping). They usually cover the seller's cost to ship light books, but they're nowhere near enough for heavy books. But you're free to set your own, [custom BMVD shipping rates](#).

To give you an idea of what you would expect to pay to ship a book to your buyer, look at the table below showing the current Media Mail rates for retailers.

Together with their packaging, most books weigh 1 lb. (16oz./0.45kg) or less, so you would pay the USPS \$3.19 to deliver each one, unless you benefit from [Commercial Pricing](#). If the buyer paid you \$3.99 for Standard Shipping, this shipment is within budget.

But if you wanted to ship a book weighing more than 2 lbs. (32oz./0.9kg), you’d be out of pocket. Unless you set your own shipping fees for media products on Amazon, *you’d need to offset this loss by raising the price.*

Media Mail	Max. weight (lbs.)	1	2	3	4	5	6	7	8	9	10
Retail	Single Piece	\$3.19	\$3.82	\$4.45	\$5.08	\$5.71	\$6.34	\$6.97	\$7.60	\$8.23	\$8.86
Commercial	5-Digit Presort	\$1.91	\$2.54	\$3.17	\$3.80	\$4.43	\$5.06	\$5.69	\$6.32	\$6.95	\$7.58
	Basic Presort	\$2.97	\$3.60	\$4.23	\$4.86	\$5.49	\$6.12	\$6.75	\$7.38	\$8.01	\$8.64

...which brings us to pricing. Assuming the book is light, you should try to price it so that it covers Amazon’s fees, at the very least.

Here are some of Amazon's fees for items listed in the Books category, based on the current Selling on Amazon Fee Schedule:

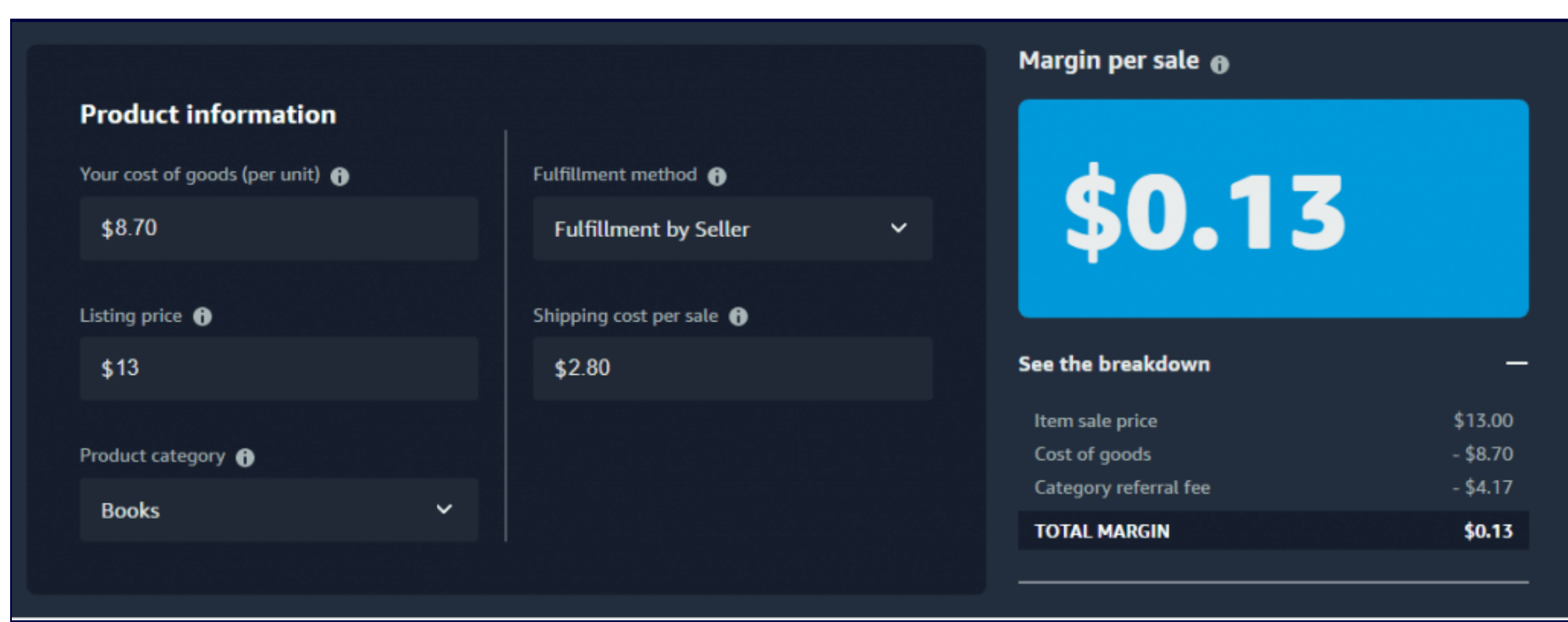
- [Referral fee](#) of 15% of the total sale price (item price + delivery charges). There's no minimum referral fee at the time of writing.
- [Closing fee](#) of \$1.8 is applicable to media items only_per sale, not unit.
- [Refund Administration Fee](#), which is the closing fee minus a percentage of referral fees proportional to the refunded amount. If it's a full refund, Amazon waives the fee.
- Monthly [high-volume listing fee](#) of \$0.0001 per SKU for listings above the 1.5 million free limit.
- Rental book service fee of USD \$5.00, if applicable.

For other categories, the total price can include optional extras paid for by the buyer, such as gift wrapping. Unfortunately for booksellers, *Managing Gift Options* is not available for media products. So, gift wrapping is on you.

Also, you should know that fees vary by venue. For instance, [Amazon UK](#) currently charges no high-volume listing fees for books, £1 in closing fees, and 5.1% in referral fees for books sold at less than £5 and 15.3% for all other price values.

Please note that the [Sales Margin Calculator](#) doesn't include the closing fee in the cost breakdown. This means that the margin shown could be higher than what you might expect to make in reality.

Also, be sure to include your packaging, labor, shipping materials, and Customer Support costs under Cost of Goods.



Product information

Your cost of goods (per unit) ⓘ
\$8.70

Listing price ⓘ
\$13

Product category ⓘ
Books

Fulfillment method ⓘ
Fulfillment by Seller

Shipping cost per sale ⓘ
\$2.80

Margin per sale ⓘ

\$0.13

See the breakdown

Item sale price	\$13.00
Cost of goods	- \$8.70
Category referral fee	- \$4.17
TOTAL MARGIN	\$0.13

When you're trying to set your listing price, consider not just the margin you want, but also the markup you need. While your margin reflects your profit based on selling price, your markup shows how well you've done based on your costs (real or anticipated), such as overheads and labor.

Your markup should also take into account things like upcoming fee changes.

For instance, Amazon UK sellers are now charged a Digital Services Tax on referral and other fees. This change was announced in March 2020 and became enforceable in September 2020. Sellers increased their markup that year to reflect the rise in most [referral fees](#) from 15% to 15.3%.

Orders Fulfilled by Amazon (FBA)

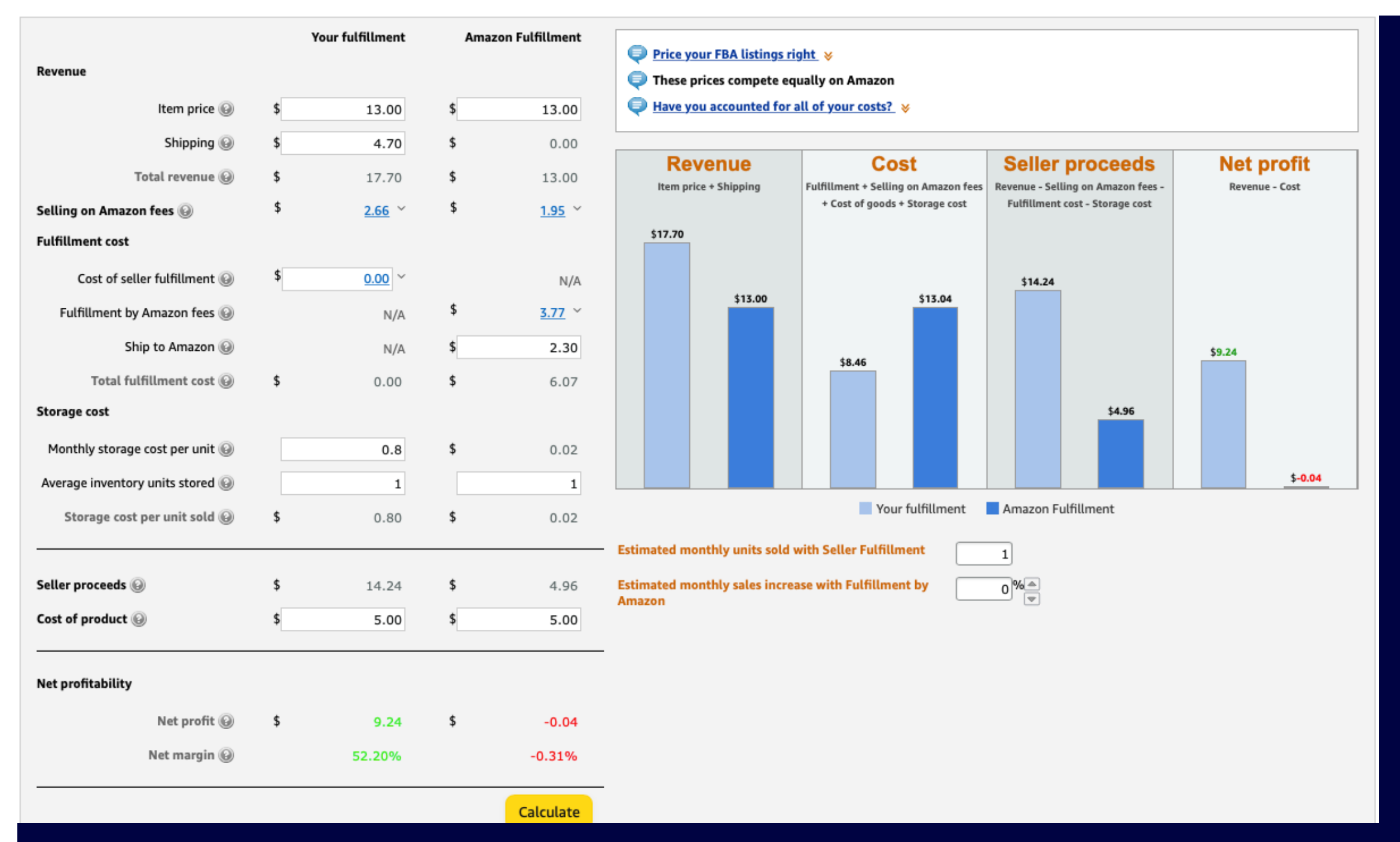
Sellers often toggle between FBM and FBA fulfillment for some of their items to make cost savings. If at any point, you decide to ship a few books to a fulfillment center and let Amazon handle those orders for you, you should first learn about Amazon FBA fulfillment fees.

Let's use the [FBA Revenue Calculator](#) to show what it would cost to sell a book 8x4x1 inches in size and weighing 0.7 lbs for \$13 by FBM versus FBA.

In this example, a book cost:

- \$5 per unit to source
- \$2.3 to ship to FBA together with other items
- \$0.8/month to store in the seller's warehouse, and
- \$4.7 for the seller to pack and ship.

Note that the comparison doesn't mention closing fees. It excludes labor costs associated with preparing a shipment to be sent to Amazon (which is a labor-intensive and time-consuming process). And we also work with the assumption that the book sells within days, rather than months.



For this particular book, it would be more cost-effective for the seller to fulfill an order themselves at this point in time. Even though the seller pays less in referral fees to use FBA and it costs less to ship books in boxes to Amazon. Why so? Fulfillment and storage costs eat into the seller's proceeds.

So, as mentioned in our [Complete Guide to Amazon Seller Fees](#), FBA fees can add up. Unlike FBM fees, which are one-off charges applied to each sale or return, some FBA fees are based on storage limits, the age of the inventory, and compliance with Amazon's packaging, labeling, and shipping rules.

Here is a breakdown of the fees sellers can expect Amazon to charge them for FBA orders:

- Size-based FBA fulfillment fee of \$2.92, at the very least.
- Monthly storage fee of \$2.40 per cubic foot in Q4 and \$0.75 the rest of the year.
- Long-term storage fee of \$6.95 per cubic foot or \$0.15/unit, whichever is higher.
- Removal order fees of \$0.6 per unit, at least.
- Optional Manual Processing fee of \$0.3 in Nov. and Dec., but \$0.15 the rest of the year.
- Optional Planned Prep Service fee of at least \$0.5 per unit
- Unplanned Prep Service of at least \$0.2 per unit.
- Optional FBA Label Service fee of \$0.3 per unit.
- Returns processing fee equal to 50% of fulfillment fees.
- Overage fee of \$10 for every extra cubic foot.

As you can see, referral, closing, and selling fees are just the up-front costs. You also need to cover your operating costs, chargebacks, and any FBA fees that may build up over time. That's storage, overage, handling add-ons, and prep penalties, as explained in our [Budgeting for Amazon](#) post.

Luckily, [Profit Bandit](#) can help you factor in these costs and decide what book to buy for each market and fulfillment channel you use. Profit Bandit factors in: FBA fulfillment fee, in-bound shipping fee, 30-day storage fee, Amazon commission, Buy Cost, and Sales Tax. So, if you've been thinking about selling books on Amazon, give it a try and see for yourself.

Depending on the size of your shipments, and how well you price, process, and time them, you can expect to run a very successful hybrid model, where you decide on FBM versus FBA fulfillment on a case-by-case basis.

Orders Fulfilled with Seller Fulfilled Prime (SFP)

When it comes to SFP orders, you pay the same fees as you do for FBM orders, and enjoy free customer service from Amazon, but pay for Buy Shipping labels. Depending on the carrier, you may also have access to Amazon's negotiated rates.

As mentioned earlier, SFP is a good option for slow movers, fragile items, and products with fluctuating demand. By contrast, FBA works best with small and light items, Private Label products, and clearance items. But sellers often use a combination of FBM, FBA, and SFP fulfillment.

FBA, FBM, or SFP? How Software Can Help You Decide

Whatever the fulfillment channel, SellerEngine has developed a suite of software products that can help mitigate the cost of selling books on Amazon. Whether it's sourcing items that are bound to sell for a profit with our [Profit Bandit](#) scouting app, creating shipments in a flash with [SellerEngine Plus](#), or getting the best of your competitors with [Sellery](#), our tools are with you every step of the way.

Note that, when you use Profit Bandit, you can toggle between FBA and FBM profit estimates with a simple click. This will not affect the fulfillment channel you're using to sell on Amazon, which can only be selected via Seller Central or through listing software

What can Profit Bandit do for you? It shows you a breakdown of the costs you'd expect to incur with your item based on the latest Amazon fee schedule. But most importantly, Profit Bandit shows you what the market looks like for your title.

There's no need to enter the weight and size of the book. Based on data like historical price, sales rank data, and the level of competition, which is rendered with graphs and other visuals, it helps you make an informed decision when it comes to buying a book for sale by FBM versus FBA.



II. How to Sell Books on Amazon

[The Atlantic](#) claims that 2 out of 3 book copies sold in the USA go through Amazon. So, sellers are ideally placed to deliver books to Amazon buyers, regardless to how long they've been in the bookselling business.

In fact, this low-risk, low-budget, and low-cost initiative is perfect for fledgling entrepreneurs. But it all starts with figuring out how to sell books on Amazon without breaking the rules. And that's a steep learning curve. Luckily, we can ease you into it.

How to sell books on Amazon?

... is the age-old question. Even Jeff Bezos asked himself that when he started selling books on Amazon from his basement. A decade later, SellerEngine was pondering the same thing. So, as we developed our software suite, we were busy selling books on Amazon too.

Today, Amazon makes you jump through hoops due to greater competition and customer expectations. Still, selling on Amazon can be a rewarding experience, the basics of which we covered in our series ["How to Sell on Amazon"](#).

So, why books? They are an especially lucrative and straightforward product category if you take selling on Amazon seriously. Here are some of the steps you need to take if you want to start selling books on Amazon:

Designing your business model

First things first. Read up on [Condition Guidelines](#) and [ABAA Book Terms](#). Ask yourself if you want to sell used, new, or collectible books. As a newcomer, you're not ready to compete against Amazon. So, it's best not to sell new books for now. But if you can scale your business fast, it might be worth a try later.

The collectible books subcategory is 'gated'. So, if you want to charge a premium price for your books by selling them as 'collectible', you need to get Amazon's approval. But you should first fulfill a set of conditions. You need high-performance ratings and you must offer full refunds on all books returned within 30 days.

If you decide to sell *used* books, you might come across titles without an ISBN. To list them on Amazon, you should first [request a GTIN exemption](#). It will take up to 48 hours to receive an exemption, and then a few minutes to manually change your inventory file once you get it. So, remember to factor that in.

Also, bear in mind that books deteriorate over time. To protect them from foxing, warping, mildew, and color fading, you should store them in a cool, dark, and dry place. If you're unable to shrink wrap them, then dust or vacuum them regularly, as explained on this [bookcare page](#) and shown in the [video](#).



Storing your books at home might work for now, but you'll probably need to expand soon. Outsourcing your warehousing operations might seem like a good idea. But quality control is very important on Amazon, where account suspensions are all too common. So, you'll need to be able to handle the books yourself.

After deciding what type of books you want to sell on Amazon and where you'd like to store them, it's time to think about sourcing your inventory. These two aspects (condition and storage space) will determine where you can source books, as seen below.

Choose a Fulfillment Method

As you build up your inventory, you might want to try different fulfillment methods. As explained above, there are a few ways to go about it, depending on the kind of books you plan to sell:

- FBA (Fulfillment by Amazon). List the books with the Prime badge and ship them to Amazon, which takes over from there. You may also be able to opt for [FBA Export](#) or [FBA Small and Light](#). This is ideal for small and light items, Private Label products, and clearance items.
- SFP (Seller Fulfilled Prime). List with the Prime badge, use Amazon's labels, and ship from your warehouse using an approved courier within 24 hours. This option works well for slow movers, fragile items, and products with fluctuating demand.
- FBM (fulfillment by merchant). Ship from your warehouse and handle buyer communication, returns, refunds, and claims by yourself. This option matches most types of products sold on Amazon.

Finding Inventory

Amazon sellers who deal with new books tend to get their inventory from several wholesalers and distributors across the globe. Their sources might include [Ingram](#) (USA), [BookDepot](#) (Canada), [Gardners](#) (UK), [Libri](#) (Germany), and various other book distributors and wholesalers.

But on Amazon, new books are low-margin items. So, sellers can't afford to store them. Instead, they use EDI technology to list a wholesaler's entire catalog on Amazon, push orders through to the supplier in real-time via feeds, and have books delivered to them or straight to customers within hours.

Alternatively, they might negotiate directly with self-published authors or publishers like [Penguin Books](#). Or, if they can cover the kind of fees that come with exclusive selling rights, they can also work with smaller distributors like the ones on the [IBPA bookseller list](#). But new sellers tend to stick to used books.

In fact, most newbies start with a few books *from their own libraries*. Not only do they clear up shelf space and practice assessing the condition of the books, but they also get a feel for the best way to describe them. Phrases like “from a pet and smoke-free home” and “gently read” come to mind.

Next, people resort to clearance pallets, surplus stock, bundles, and job lots. Sources might include *eBay*, [UsedWholesaleBooks](#), *Craigslist*, [Letgo](#), *FB Marketplace*, *auction sites*, *estate sales*, *yard sales*, *flea markets*, *book fairs*, *store liquidations*, or *clearouts from their local schools, churches, and libraries*.



However, these deals involve paying a great deal of money upfront. And that's not the only issue. Buying blind comes with a few other drawbacks:

- Ex-library and 'Ex Libris' books can only be listed as Used-Good on Amazon, at best.
- Some titles might be pre-ISBN, so there's a risk they can't be listed on Amazon.
- You might get stuck with a batch of duds that you'll eventually need to dispose of.
- Books often have remainder marks, as shown below by VJ Books. They can't be sold as new.

Instead of buying in bulk, you could try to cherry-pick your books. If you're partial to profit and you want to put some effort into finding the right ones, try [Profit Bandit](#).

Simply scan a book's barcode to see its sales rank, price history from Keepa, and your profit calculation.

Grading Books for Sale on Amazon

There are 5 ways to list a book on Amazon, based on its condition. Amazon's Condition Guidelines explain the main criteria.

Remainder marks downgrade books from New to *Like New*, missing dust jackets to *Very Good*, library marks and personal notes to *Good*, and water damage to *Acceptable*.

Amazon Conditions Guidelines

New

Brand spanking new.
Original outer wrapping (dust-jacket, shrink-wrap, etc.)

Used - Like New

Minor cosmetic damage.
Reminder marks. Missing Media.

Used - Very Good

All of the above.
Missing shrink-wrap, dust jacket, or case (boxed set).

Used - Good

All of the above.
Ex-library marks. Limited highlights, and notes. Worn spine.

Used - Acceptable

All that, plus water damage, and/or some notes and highlighting.
No missing pages. Entire text readable.

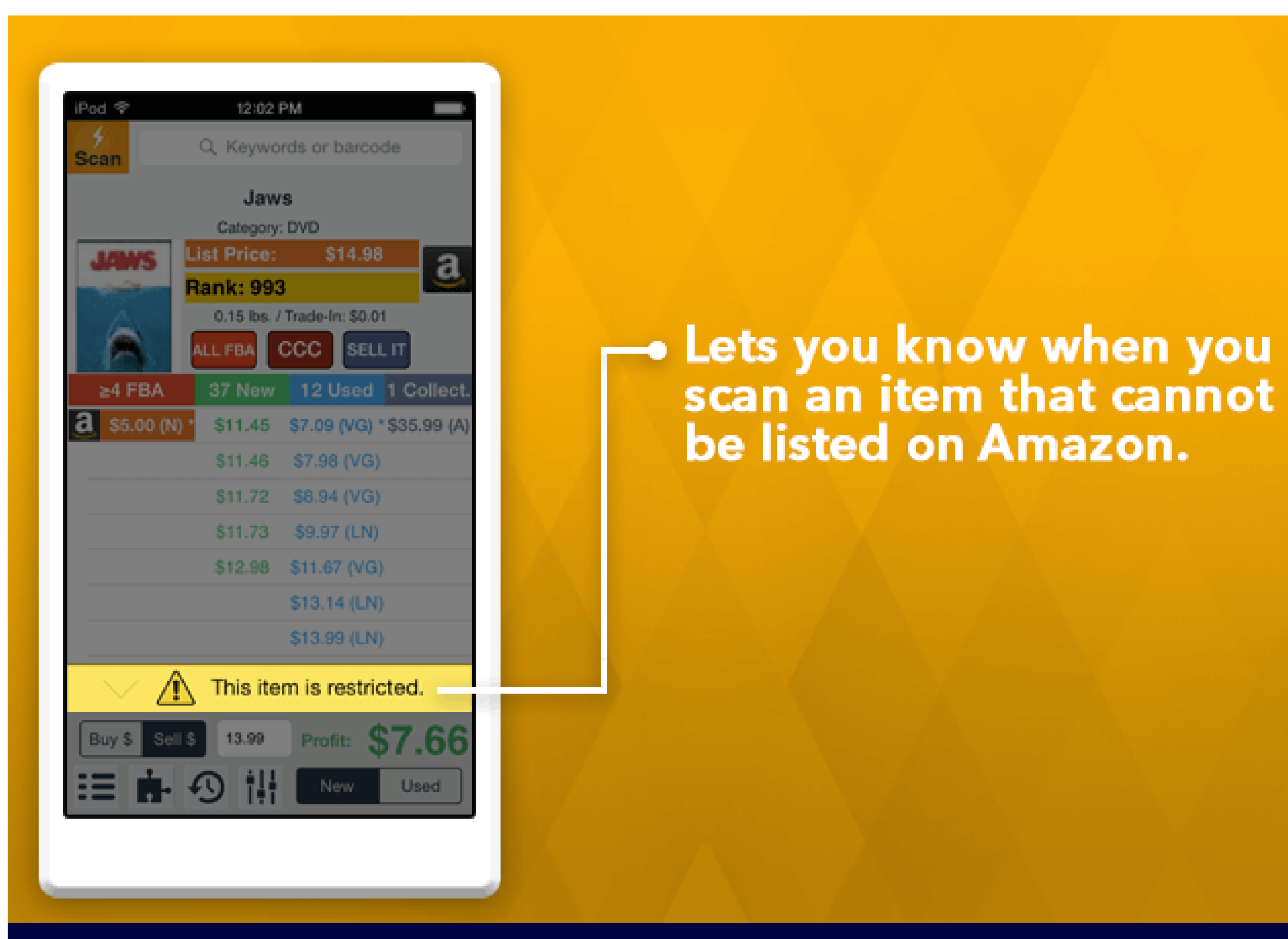
Collectible books must meet a different set of [standards](#). *Collectible-Like New* books appear intact. *Collectible-Very Good* books show minimal signs of outer wear but an uncracked spine. Anything less, and a book is no longer a collectible grade item. But it may be listed as *Collectible - Good/Acceptable*.

Hand-Picked Books That Can be Listed on Amazon

Books can come with restrictions.

International editions, for instance, can't be sold in the USA. Imported editions can only be sold if there's no specific warning on the book. And many other titles are restricted from sale on Amazon at the publishers' behest. [Profit Bandit](#), our Amazon scouting app, can flag these up for you, so you don't buy something you can't list.

With Profit Bandit and a Pro account, you can access full restrictions; this means products that are gated or brand restricted, condition restrictions, and FBA restrictions. With the non-pro account, you have access to brand restriction and gated product alerts only. It's as easy as just scanning a book's barcode using the phone. And you can also enter the ISBN manually. Either way, Profit Bandit will let out a warning if the title is restricted, as seen below.



You might come across titles with no listing on Amazon's app or any of its 21 venues. Using the [Advanced Search](#) option might not help either if the listings are suppressed. You might be able to find them on AbeBooks, Bookfinder, AddAll, or viaLibri, and sell them there.

However, Amazon may grant you a [GTIN exemption](#) for books with no ISBN as mentioned above. Also, a book's 9-digit SBN code can be converted into an [ISBN](#) by adding a digit at the front ("0" if the book is in English). Use [Planetcalc](#) to check that there are no typos. Then, convert it to a 13-digit ISBN using [ISBN.org](#) or [LoC.gov](#).

Watching Out for Low-Value Signs

Remainder Marks. Books that aren't sold are returned by the retailer to the publisher as "hurt books" and marked as remaindered copies. The remainder mark can be a dot, letter, stamp, or line across the edge of the pages near the spine. These books can't be sold on Amazon as "New". But sellers can sometimes get around the rule by removing the marks.

Price Stickers. It won't do to send an Amazon buyer a book with a price sticker on it. Especially if the old price is much lower than what you're charging. Instead of scraping off the glue, you could try non-flammable, odorless, and stain-free solutions (e.g. Goo Gone) or clear window cleaning liquid.

Library Markings. ‘Ex Libris’ (from a private collection) and ex-library books are only sellable on Amazon as “Used - Good”, at best. [Save Your Books](#) shows you how to remove library [plates](#), [labels](#), and [stamps](#) from the flyleaf, spine, and cover, respectively. But it’s not always as easy as that.

Elapsed Copyright. Copies of titles that are now in the public domain are cheaper than they would have been otherwise. As [The New York Times](#) explains, every January, more titles are added to the list of out-of-copyright books. If publishers don’t extend copyright and limit printing, book values drop.

Watching Out for Value-Added Signs

First editions. Sellers can tell what edition a book is by looking at the copyright page. Rather than look for the phrase “First edition”, sellers should check the “printer’s key” (a.k.a. publisher’s code). The first number should be 1. The last double-digit number indicates the year of printing. Biblio explains it [here](#).

Author’s Bookplate. A signed and dedicated bookplate adds value and makes for a sought-after collectible item, as [VJBooks](#) explains. On Amazon, these books can be listed as “Collectible - Like New” if the spine isn’t cracked and “Collectible - Very Good” if there’s no highlighting or writing in them.

Author’s Signature. Some books carry the author’s signature on a flyleaf or endpaper. Signed copies always fetch a higher price. As above, they can be listed on Amazon as [collectible books](#), even if they’re no longer ‘collectible grade’.

Author's Passing. Grim as it may be, the fact that the author is no longer around and able to write or sign copies makes their work more valuable. As [VJBooks](#) will tell you, it makes total sense for people to choose a signed remaindered copy rather than a pristine unsigned copy, if the author is no longer alive.

Doing Some Market Research

Once you have a book in your hands, how do you know if you should buy it or not? If you're selling new books, you'll probably want to check the [Amazon Best Sellers](#) list, this year's [Booker prize longlist](#), celeb authors, or the latest VIP biographies to hit the shelves.

But if you're selling used books, you might want to know the sales rank, the lowest Used price, the price history, and the number of competitors. These are all things Profit Bandit can reveal to you in seconds, title by title. And best of all, it also calculates your estimated profit, based on the fulfillment channel.

Why do you need to know the Sales Rank? It's Amazon's way of quantifying how often a title sells every hour, relative to other titles. Think of it as the top 100,000+ of books. Bear in mind that it takes the number of orders into account, not the number of copies sold, so it can fluctuate a lot in a day.

Sales rank is a measure of popularity and seasonality. The lower the sales rank, the better. Anything under 10,000 attracts a lot of competition. And anything over 100,000 is hard to sell. So, with used books, you should always aim for a *sales rank of 10k-100k*. And let's not forget a *net profit of at least \$2*.

Setting Up an Amazon Account

Setting up your Amazon account should only take a few minutes. Please read our “[How to Sell on Amazon](#)” step-by-step guide and make sure you have everything you need before you start. Your seller name is especially important, so think of a few eye-catching monikers that inspire trust.

If applicable, have your company registration and US business address ready. Also make sure you have your bank information, social security number, and ID close at hand. If you’re registering as a business entity, you’ll also need to apply for an Employer Identification Number (EIN) beforehand.

Listing Books on Amazon

To start listing a book on Amazon, first check the ISBN on the copyright page, if there's no barcode at the back. Choose the right ISBN for the type of book you're holding (hardcover, paperback, etc.), as well as the edition you have. Older books may have printing mistakes, so cross-check with other websites.

Then check the ISBN on Amazon. For older books with an ISBN ending in 'X', you may need to replace the last character with 0 or another digit. If the book is already listed on Amazon, you should be able to find the 'Sell on Amazon' button right under the Buy Box

If you'd rather create your listings in Seller Central, there are three conventional ways to list a book from your account.

In our blog post titled “[Listing and Launching Products on Amazon](#)”, we take you quickly through all three of them:

- Adding a new listing to the catalog, as seen [here](#).
- Matching your copy to an existing listing, as seen [here](#).
- Uploading your inventory in bulk, as shown in this [video](#).

You can also list your book directly through the Profit Bandit App with Pro Mode, by clicking the Sell button. This redirects you to the Amazon website, just like on a computer.

Whichever way you decide to list your book, you should know the title and quantity you want to list. You should also have a SKU for it and a good price.

Wrapping and Shipping

Now that your books are listed, it's time to think about your packaging. Rather than jiffy bags and padded envelopes, you may want to look into good-quality panel wrap book boxes. BMVD sellers can't enable gift options, so make sure your boxes look presentable, just in case they are gifts

Amazon's BMVD shipping rates over Media Mail shipping costs for anything under 2lbs. But with USPS funding crises and COVID slowdowns, you may need to pay out of pocket for complimentary upgrades, at least until your sales pick up. The way things stand, mail delays are still a real possibility.

As a professional seller, you can [set your own shipping rates](#) to cover shipping and insurance for expensive books. If you sell rare books, you may also want to factor in other wrapping supplies, such as odorless sticker remover or compressed air for blowing off any dirt and dust from antique books.

Customer Service

As a bookseller, product reviews won't be an issue for you since you're not the author. Amazon's a bit more lenient on book reviewers, who are free to accept advance copies of books in exchange for a review, according to recent review guidelines.

For people selling books on Amazon, it's the seller feedback score that makes a difference. And it goes hand in hand with the level of customer service they offer. Sellers are expected to reply within 24 hours to every email from the buyer, and match Amazon's return policy. It's a big ask for a new seller.

Luckily, there are companies that offer cross-channel customer service with Zendesk and other integrated e-commerce help desks. And then there's always the option to switch to FBA or SFP and let Amazon handle it all; though there are a few downsides.

III. How to Source Only Profitable Books

If you're thinking of sourcing books to sell on Amazon, here's what you need to know to make sure you never lose money. We'll recap your sourcing options, and then look at the types of books worth buying, the kind of software you need, and then how to find profitable products to sell on Amazon.

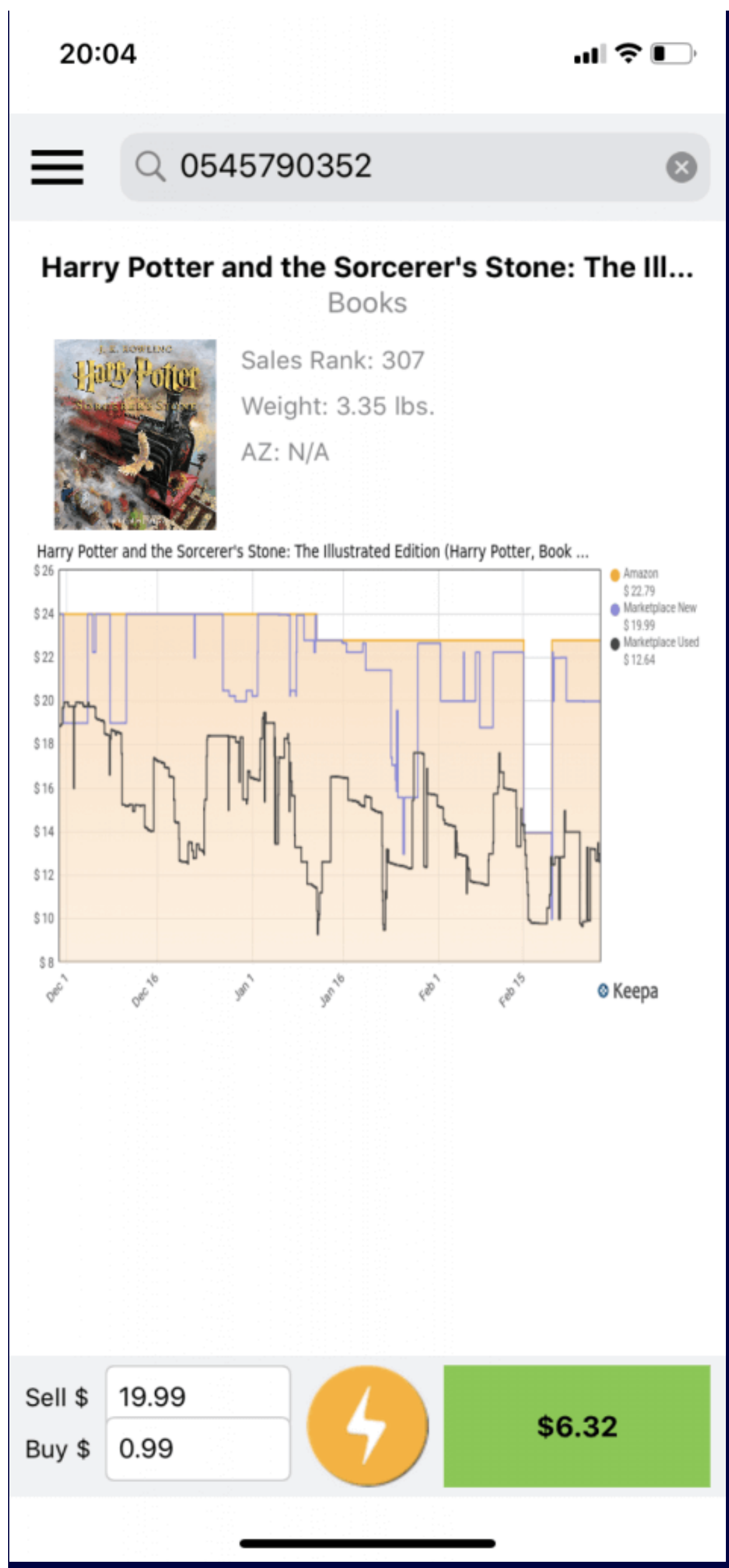
Whether a book can be sold 'as is' or it needs a little spruce-up, there's not much point buying it if it's not likely to sell and yield profit. But how can you tell if all the work you put into sourcing books to sell on Amazon will pay off? How to find profitable products to sell on Amazon?

Back in the old days, the likelihood of selling any book on Amazon for a profit came down to the title's popularity and reviews, the seller's feedback score, and a bit of luck. But nowadays, it's all about 3 very complex factors that go hand in hand: price, competition, and sales rank.

Here's how [Profit Bandit](#) can help you master all three:

1. Price

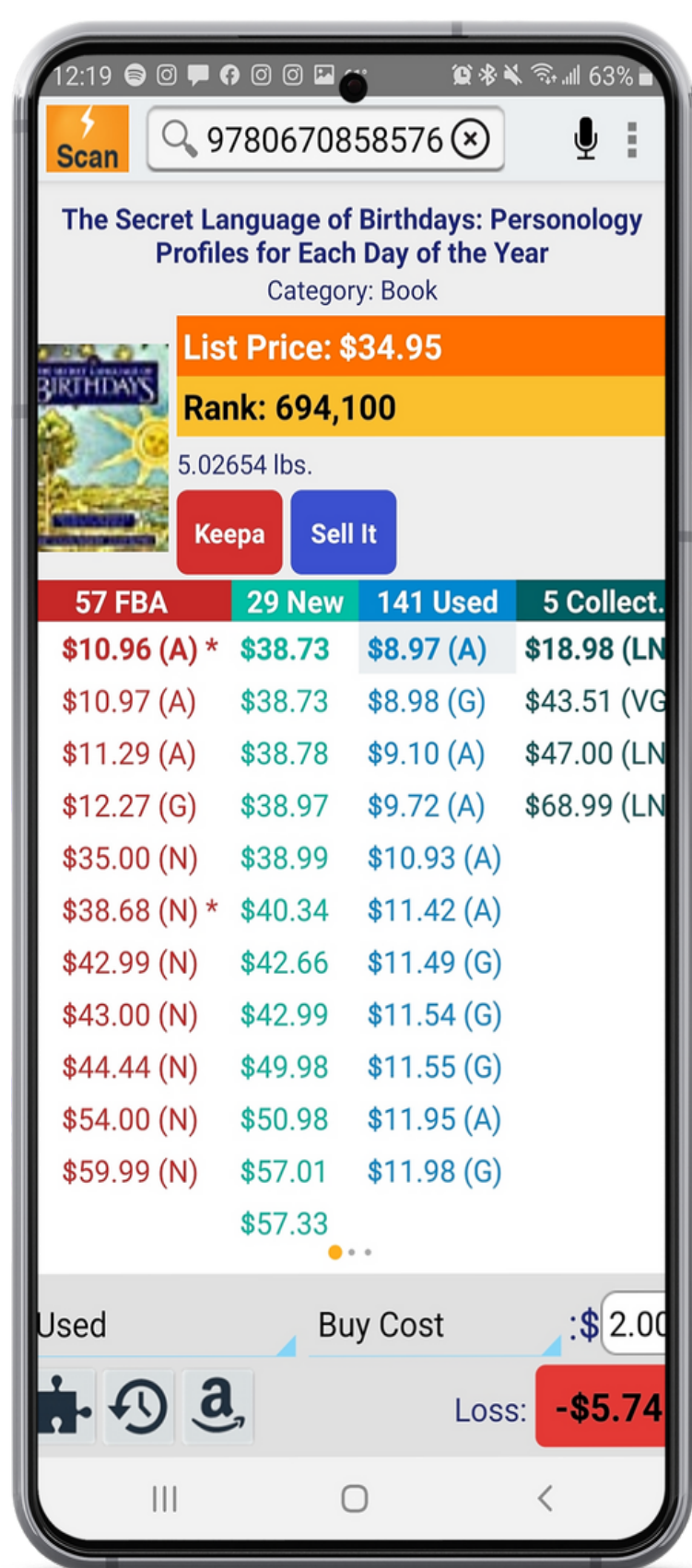
The best thing about Profit Bandit is the visual representation of data. Simply scan the bar code to see what it's been selling for over the past 3 months. Using in-built Keepa graphs, it shows you what Amazon and third-party sellers have been charging for it. A keen eye will be able to spot patterns in these price fluctuations, if any.



You can then use your listing price estimate to work out your Profit and Maximum ROI in a flash. Simply toggle the "Profit display type" slide-in Profit Bandit, and it's done. Then compare your results for FBA and MFN sales, and you'll get a pretty good idea of how to sell books on Amazon and maximize profits.

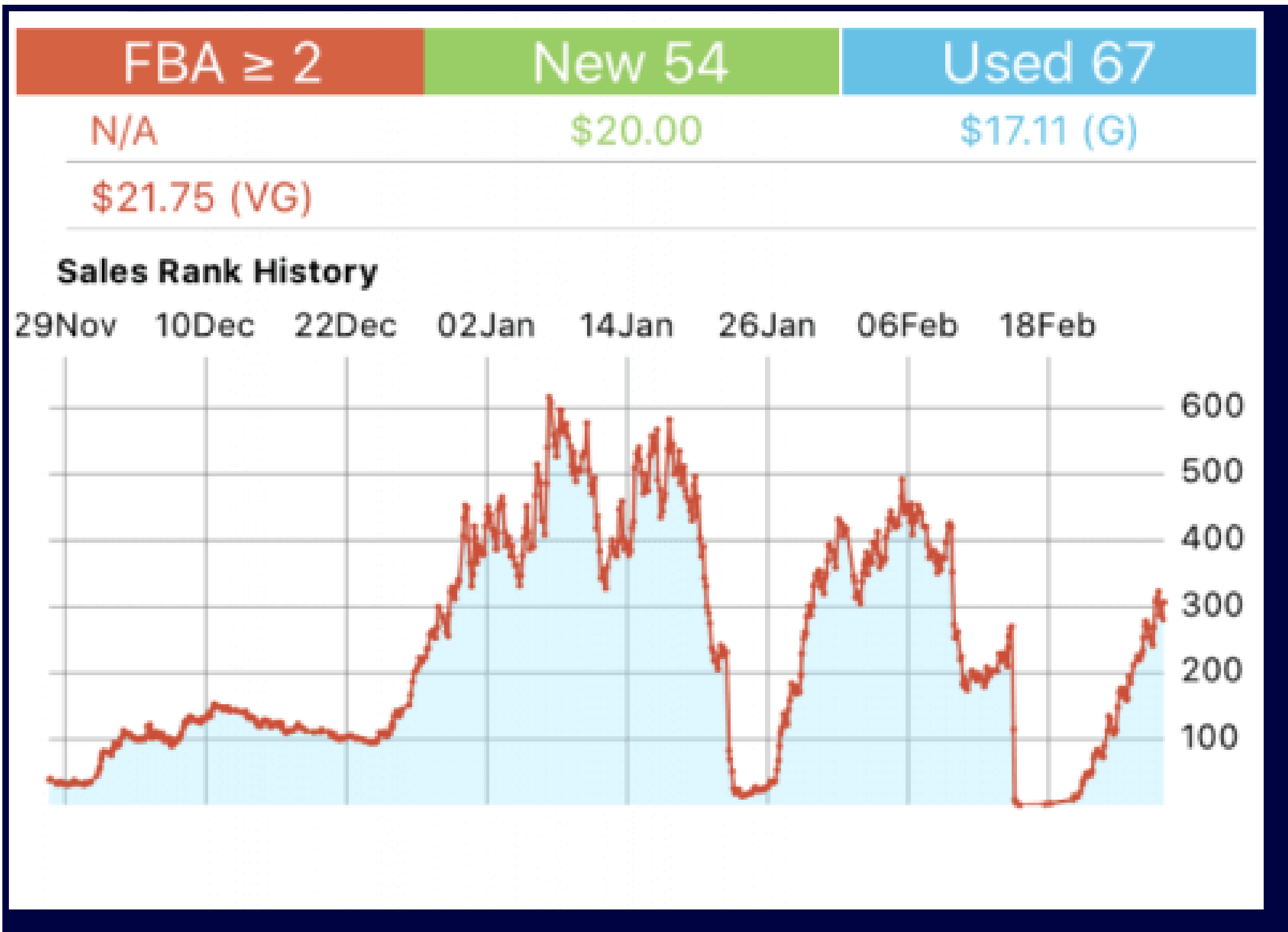
2. Competition

Another great Profit Bandit feature is the fact that it shows you not only how many FBA and MFN competitors you have on a venue, but also the offers that own the Buy Box (both New and Used). As depicted in the picture below, these offers are marked with an “*”. You can use these figures right away to work out your profits if you were to win the Buy Box.



3. Sales Rank

As explained above, a book’s sales rank is updated daily, unless it’s very popular. This number shows a book’s ranking based on orders placed on Amazon, not units sold. The smaller the sales rank, the better. ProfitBandit shows you not only a book’s current sales rank but also it's historical ranking.



Based on this data and the profit results are shown above, you can decide if a book is worth sending to FBA or best kept in your own warehouse. And if you send books over to Amazon and they don't sell, you can always use Sellery to sort them out and tweak their prices en masse so that you never reach those pesky storage limits.

Once you've made up your mind about what you want to buy, you can add each title to your wish list using a great feature in Profit Bandit called the [Buy List](#) tool. All that's left for you to do is shake hands with your supplier and hurry up listing these books on Amazon.

That's the basics of selling books on Amazon. As you can tell, if you're flirting with the idea of selling books on Amazon, you're onto a winner. So, if you're still not sure how to sell books on Amazon, please browse our blog for more in-depth tutorials from our "How to Sell on Amazon" series. Learn how to find profitable products to sell on Amazon, while also making sure you list them and reprice them the smart way, so you always get your money's worth.