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How to Register for Amazon's Brand Registry

In 2014, Amazon launched the Brand Registry Program, intended to give manufacturers, brand owners and their authorized agents more control over how their brands are displayed on Amazon.

Follow up

- 1) Make Sure You Have UPC's for your Products (speedybarcodes.com)
- 2) Make Sure You Have a Website (godaddy.com and wix.com)
- 3) Make Sure Your Website Has Your Products, Your Company Name and Contact Information Matching What Seller Central Has on File
- 4) Sign into Seller Central
- 5) Search for "Brand Registry"
- 6) Click on "Apply to Register Your Brand"
- 7) Fill Out the Form
- 8) Wait for Acceptance or Request for Further Info
- 9) Further Info Request Usually Ask that You Confirm You are Manufacturer/Only Seller and Ask that You select a Unique Identifier...I use UPC. They Will Also Ask That You Confirm You are Owner and Only User of Your UPC.
- 10) Enjoy the Benefits of Brand Registry

To listen to the episode pertaining to this technique, or watch the video walk-through, go to www.privatelabelpodcast.com/26