

Earning With Handmade at Amazon

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You've no doubt heard of Etsy, which is probably the most well-known online handmade store. But you may not have realized that Amazon has launched its own handmade goods shop.

Amazon's realized how many people love to buy handmade goods. They've realized how many creative people are at home making their own handmade goods.

So, they now offer the opportunity for anyone to create handmade goods at home and sell them right on the Amazon.com website. Etsy is great, but it doesn't have the leverage of Amazon, even today. Amazon is simply the best spot for both creator and buyer. When you go with Amazon for your handmade goods, you can get a lot of leverage and make a lot of wonderful sales.

Here's how Amazon describes Handmade at Amazon:

"Handmade at Amazon is a new store on Amazon.com for invited artisans to sell their unique, handcrafted goods to our hundreds of millions of customers worldwide."

While each handmade item gets its own page on Amazon's website, they've also made it so that handmade items are treated differently than other items. As an artisan, you'll receive an artisan profile page. This allows you to tell your brand story and your personal story.

Amazon allows you to use a lot of graphics and imagery. They allow you to describe how you craft your items. There's a lot of room for creativity here, which is perfect.

Amazon mentions, of course, that you can set up a separate page for each of your products.

Handmade at Amazon doesn't accept just everyone. To be accepted into the program, your goods must absolutely be actually handmade. They have a team that reviews all applications.

Amazon hopes to woo creative people just like you to their Handmade at Amazon opportunity, by providing everything you need in one place. You can sell things right on the Amazon website, where they have over 250 million customers browsing and buying, and many of which might be interested in what you have to sell.

And because Amazon is a powerhouse, they have great phone and email support. This can give you more time to spend on crafting your goods. It can be hard to try to sell things on your own, even with the other options for artisans out there.

Handmade at Amazon can help you focus on your actual business instead of the logistical matters of running a business.

Along those lines, Amazon offers tools and reports that help you manage your business.

By the way, Handmade by Amazon even allows you to create custom orders for your customers. This is huge, because one of the things that's going to attract customers to you is the fact that your items are handmade.

And because they are handmade, people are sometimes going to want those special items that they can't get anywhere else. They're going to have special requests for you.

So, you can help them out with exactly what they're looking for. You can detail the customizations that you offer right on the product page. This can help you get more sales and it can help your customers feel more

personally attached to you and your brand because you do offer these customizations.

What a lot of people don't realize is that there's more than one way for each person to earn with Amazon. You can sell with Handmade at Amazon and you can also join their associates program.

You can sell your handmade items and you can also use your personal affiliate link on your website or blog to link to your handmade items. Every time someone buys your handmade items through your associates link, you earn even more money.

Amazon says you can sign up and earn up to 10% back on Amazon sales generated from your personal website.

Amazon does take a 15% referral fee. This includes payment processing, marketing, discounted shipping for your customers, fraud protection, and a waived monthly fee that's generally for sellers.

Here's Amazon's page that breaks down the referral fees and what you can expect:

https://www.Amazon.com/gp/help/customer/display.html/ref=asus_hnd_lp_fees?nodeId=201818920&Id

if you're crafty or you enjoy making handmade items, or you want to learn, this can be a fantastic earning opportunity for you.

Getting Started With Handmade at Amazon

Before getting started with Handmade at Amazon, I recommend you take a look at what's currently selling well in the Handmade at Amazon store section on Amazon.

<https://www.Amazon.com/Handmade/b?ie=UTF8&node=11260432011>

Here are some of the different categories they have in the handmade store...

Current featured stores include:

Wedding, Halloween, featured artisans, made in Italy, and urban craft uprising.

They also have categories like jewelry, handbags and accessories, decor, artwork, stationery and party supplies, kitchen and dining, furniture, bedding, baby, and toys and games.

Check out the featured artisans and how they have set up their pages. Think about why Amazon may have featured them. This is what you can strive to achieve through the Homemade at Amazon Store.

It's really easy to get started. This can help you fulfill your passion of being creative and earning money at the same time. And Amazon is there to do a lot of what it takes to help you succeed. They're going to give you a platform, allowing you to leverage their power, and their massive amounts of customers, so you can succeed.

Step One

The first step is to register to sell on Amazon. Remember that you have to be invited—and you'll hopefully be accepted soon after you apply. They want to make sure they're selling only the highest quality handmade goods. This is a good thing, because they want customers to come to the Handmade at Amazon store expecting only the very best. This application process cuts down on the competition and puts you in good company with other creative business owners.

After you apply, and if you're invited, you'll receive the invitation email with a link to start the registration process.

Step Two

After you receive the invitation email, you're going to create your artisan profile. You'll build your storefront with your custom URL. Your custom URL is your space on Amazon's website where you can share the story of your brand and yourself. You can create a fantastic space where you can show off your work, show great images of your products, connect with your customers, and start to build your brand.

Step Three

After you've registered and you've started to set up your Artisan Profile and storefront, it's time to start adding your products to your store. Amazon handmade has a listing tool that you can use. It's free to list your items and they do not expire. This is good news for you as a seller.

Step Four

Once you have your products listed, you should be ready to go. Amazon is a powerhouse, so you should get some good leverage that way. You will have to also actively market your products and build up name recognition and trust among your customers.

Get Started With Handmade at Amazon

I hope you're excited about this opportunity. Apply now if this is something you're interested in. Once you are accepted at Handmade at Amazon, and you've listed your products, your listings will appear alongside other handmade items for customers. And, these handmade listings should only become more and more popular, so your business can improve over time.

Amazon is unique because of their leverage. But also because of the tools they give you to help to ensure you are as profitable and successful as possible. Make the best possible use of your Artisan Profile page. Amazon urges you to be creative with this.

Tell people all about what inspires you and how you got started. Share the story of you and share the story of your brand. Look at other artisans for inspiration. Just remember to be yourself. Think about how you can best connect with your customers and potential customers.

Also, you can ramp your income up over time by focusing on advanced marketing methods. Amazon will give you access to their Sponsored Products advertising program since you are an artisan and seller on Amazon. This gives you the ability to run promotions from Seller Central.

You can go to this link to learn more about that:

http://services.Amazon.com/content/sell-on-Amazon/sponsored-products.htm/ref=asus_hnd_lp_sp

Amazon also notes that you don't have to have UPC's for your products. However, you can add your own barcodes or SKUs if this helps you keep track of your products.

You also do not have to have professional photos of your products-- but you do want to make sure they are nice looking so that people want to buy your products.

Handmade and FBA

Also, and this is important, you can choose to include any of your handmade products without customizations in Amazon's FBA program. This will make those products eligible for Prime shipping.

This can improve your sales, so it is certainly something that you'll want to look into. Otherwise, you'll be shipping everything from your home, which can add to your workload.

You'll also want to make sure you provide good customer service. You'll want to make sure customers know when they can expect to receive your handmade products.

If you make use of FBA, this means your items will already be in the warehouse, so customers will receive their products very quickly. However, if it's a custom order it will take longer and won't be shipped via FBA. Just make sure the expectations are spelled out clearly for the customer.

Handmade at Amazon is so much fun and is such a great opportunity for anyone who is crafty. Look at all the different categories and see if there's anything you might offer. You want to focus on a category that will sell and a product that will sell. Follow in the footsteps of what is successful, put your own spin on it, and make a good income with Handmade at Amazon.



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