

Amazon seller

You buy or make products and sell them on Amazon, often stored and shipped by Amazon. Fees take a big cut.

TYPICAL INCOME

\$2,000

a year, varies widely

INCOME RANGE

\$0 to \$100k

most to the successful few

TIME TO QUALIFY

1 to 4 years

after high school

DEMAND

Moderate

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

From home or a small warehouse, with stock in Amazon warehouses and suppliers in the US or abroad

How you get there

- 1 Learn how Amazon fees work** 1 month
Amazon's free Seller University and its fee calculator. Know your profit per unit before anything else.
- 2 Pick a model** 1 month
Arbitrage, wholesale from brands, or your own private label product. Each has a different cost and risk.
- 3 Research and source** 2 to 4 months
Find products with steady demand and room for a profit. Order samples. For your own brand, plan 2 to 4 months for a factory order.
- 4 Launch and run ads** 3 to 6 months
Ship stock to Amazon, set up sponsored ads and watch your numbers daily.
- 5 Reorder, add products or stop** 1 to 4 years
58% of surveyed sellers turned a profit within their first year. Growth usually means more products, not one hit.

Pros and cons

- + Huge audience already shopping on Amazon
- + Amazon handles storage, shipping and returns with FBA (Fulfilled by Amazon)
- + Private label can build a brand you can sell later
- Fees and ads take a large share of every sale
- Your cash sits in stock for months
- One suspension can stop all income

Good to know

Faster than you might think, for some

In Jungle Scout's survey, 22% of active sellers were profitable within 3 months and 58% within a year. People who never reached profit mostly quit and were not there to answer.

Most sellers stay small

Nearly half of active sellers in the same survey had made under \$25,000 in total profit since they started. Only about 6% had passed \$1 million.

Optional boosts

Retail arbitrage. Online arbitrage. Wholesale. Private label.

Where these numbers come from

Jungle Scout: How much money do Amazon sellers make (survey of 1,064 active sellers)

Jungle Scout: State of the Amazon Seller 2025

Amazon: Update to US referral and Fulfillment by Amazon fees for 2026

Federal Trade Commission: What third party sellers need to know about the INFORM Consumers Act

Numbers checked October 2026. Pay figures are typical full-time annual amounts in United States dollars, based on Bureau of Labor Statistics wage data and published pay scales. They vary by state, employer and experience. Tuition is for in-state students at public schools unless the card says otherwise.

Sources, links and the click-through version: <https://career.help/us/careers/amazon-seller>



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