



Start Here:

AMAZON INFLUENCER BEGINNER GUIDE



Hi there!

If you're thinking, "But how do I actually START?"

You're in the right place.

I see some version of this question almost every single day: "I'm a complete beginner. How do I get started?"

And I get it. When you first hear about the Amazon Influencer Program, suddenly everyone is talking about storefronts, onsite commissions, approval videos, product tagging and a dozen other things you don't understand yet.

You do not need to understand all of that today.

I've been in the Amazon program for almost 20 years, and one thing I know for sure is that it gets much easier when someone simply shows you what to do in the right order.

That's what this guide is for.

We're going to start at the very beginning, walk through how the program works, get you pointed toward the application, and then talk about creating your first Shoppable Videos.

No need to jump ahead. Just find the step you're on and start there.

Talk soon,

Barb



What is the Amazon Influencer Program?

- The Amazon Influencer Program lets you create your own storefront on Amazon filled with products you recommend.
- Amazon gives you a personalized storefront link that you can share with your audience. When someone shops through your qualifying links, you can earn commissions on eligible purchases.
- But there's another part of the program that makes it especially interesting for creators:



- You can create helpful product videos and upload them to your storefront. If eligible, Amazon may also show those videos to shoppers in other places across Amazon—including relevant product pages.

You recommend products.

STEP 1

STEP 2

You create helpful content about them.

Amazon gives you opportunities to earn when your content helps people shop.

STEP 3

- You are not selling your own products.
- You're helping shoppers make decisions about products already sold on Amazon.



the big picture

Before we get into the details, I want you to see the entire process.

01

START WITH A SOCIAL ACCOUNT

You will use an eligible social media account when you apply.

02

APPLY TO THE PROGRAM

Amazon reviews the account you submit.

03

GET ACCEPTED

Now you can start building your Amazon storefront.

04

CREATE YOUR FIRST 3 VIDEOS

Choose three products you have and love to create helpful Shoppable Videos.

05

SUBMIT FOR REVIEW

Submit your three videos for Amazon's review.

06

KEEP BUILDING

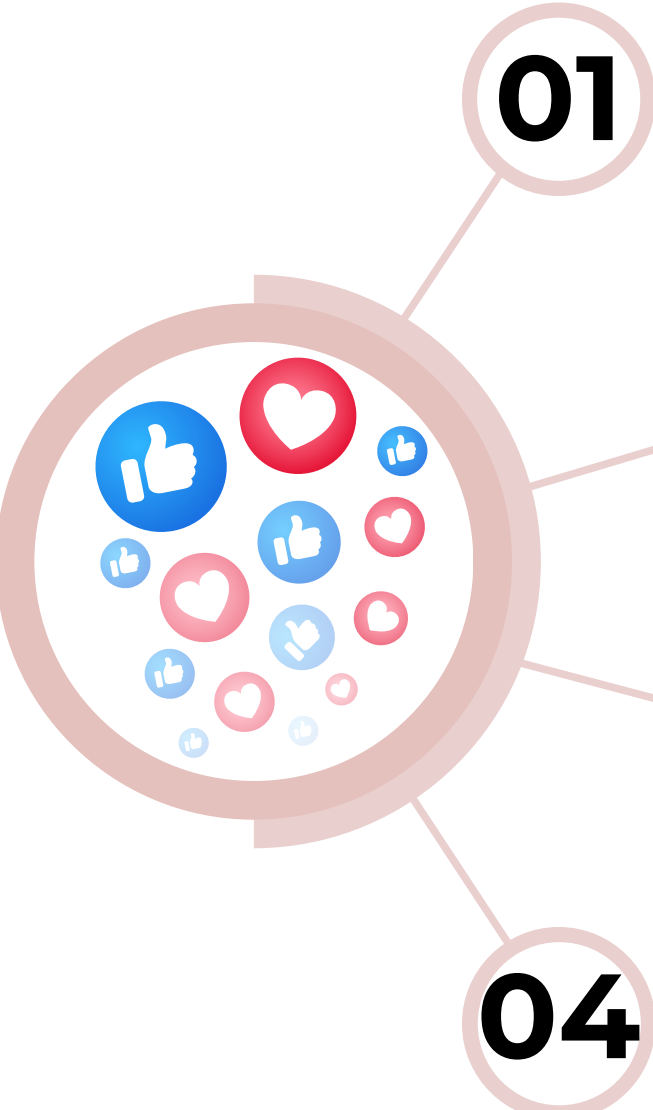
Once you're approved for onsite placement, keep creating and grow your video library.

Step 1: Start With Your Social Media Account

There isn't one magic number that guarantees you will be approved. Amazon looks at your overall social presence, including your audience and engagement.

If your account isn't ready yet, *that's okay*. Spend some time creating consistently and connecting with your audience before you apply.

It's not just about how many people follow you. Amazon wants to see that people relate to you, engage with what you share, and actually want to hear what you have to say.



01

IS YOUR ACCOUNT ESTABLISHED?

IT SHOULDN'T LOOK LIKE YOU CREATED IT YESTERDAY JUST TO APPLY.

02

ARE YOU POSTING ORIGINAL CONTENT?

AMAZON WANTS TO SEE THE KIND OF CONTENT YOU CREATE.

03

ARE PEOPLE ENGAGING WITH YOUR CONTENT?

MORE THAN FOLLOWER COUNT, AMAZON WANTS TO SEE REAL ENGAGEMENT BETWEEN YOU AND YOUR AUDIENCE.

04

IS YOUR ACCOUNT PUBLIC AND ACTIVE?

YOU CANNOT APPLY WITH A PRIVATE ACCOUNT.

Step 2: OK, Let's Apply!

When you're ready, go to [Amazon's Influencer Program enrollment page](#) and begin the application.

Step 1

Sign in to the [enrollment page](#) with your Amazon account

Step 2

Choose/connect the social account you want Amazon to evaluate

Step 3

Complete the information page

Step 4

Submit it. If denied you can try again with a different social account

WHEN YOU'RE ACCEPTED...

Celebrate! 🎉

But this is where beginners often get confused: Getting into the Influencer Program and getting opportunities for your videos to appear onsite are not exactly the same thing. We will talk about that next. ⚠️

Step 3: YAY! You have a storefront!

Once you're accepted, you have your own Amazon storefront. A place to share your favorite products and recommendations.

You can create

- **Idea Lists** — curated product lists
- **Collages** — visual collections of products
- **Photos** — shoppable product content
- **Shoppable Videos** — videos that help shoppers learn more about products

All of this content will be placed on your storefront.

WANT YOUR VIDEOS ON PRODUCT PAGES?

To have your Shoppable Videos placed elsewhere on Amazon, including product pages, you'll go through an additional review process.

YOUR FIRST 3 VIDEOS

Currently, new creators are submitting their first 3 Shoppable Videos for review as they work toward onsite opportunities.

IMPORTANT UPDATE: As of September 2026, creators are still reporting the 3-video review process. Amazon has also recently published information referencing 10 moderation-approved videos in connection with product-page placement. Amazon has not clearly explained how that relates to the current 3-video process, so watch for changes.

Step 4: Your First 3 Videos

Your next step is to create 3 Shoppable Videos to submit for Amazon's review.

Start simple. Find three products in your house that you absolutely love, preferably things you bought on Amazon recently.



You own it.

You actually use it.



Choose products you could easily tell your sister, best friend or neighbor about.

Why you love it.

How you use it.

What surprised you.

What you'd want her to know.

PICK A VIDEO STYLE



UNBOX IT — Show what arrives and your first impression.



DEMONSTRATE IT — Show how it works or how you use it.

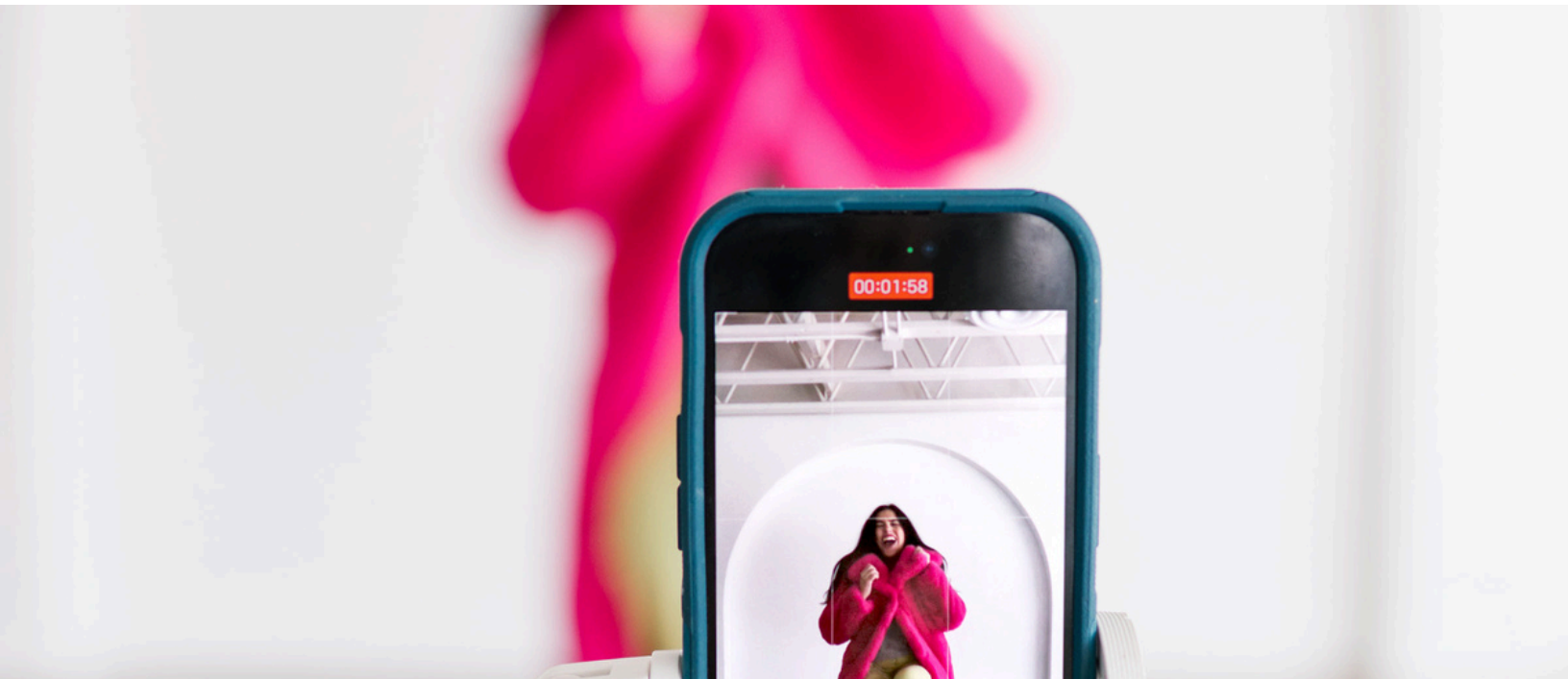


COMPARE IT — Show useful differences between similar products.



REVIEW IT — Share what you've learned from owning it.

Step 5: Don't Sell It. HELP Them.



You don't need fancy equipment or a perfect setup. Before you hit record, run through this quick checklist.

GOOD LIGHTING: Make sure you and the product are easy to see.

CLEAR AUDIO: Find a quiet spot and speak naturally.

SHOW THE PRODUCT: Let shoppers actually see it in use.

KEEP IT SIMPLE: A clean, uncluttered background is enough.

MAKE IT HELPFUL: Share something you know from using it.

SKIP THE PRICE: Prices change. Keep your video evergreen.

WATCH YOUR WORDS: Avoid medical or health claims.

CHECK BACKGROUND: Hide addresses, shipping labels and private info.

DON'T ASK FOR FOLLOWS: Skip "follow," "subscribe" or "comment below."

TAG WHAT YOU SHOW: Only tag products actually featured in the video.



BEFORE YOU SUBMIT

You've filmed your first three videos! Before you send them to Amazon for review, give each one a quick check.

CAN YOU SEE THE PRODUCT?

Make sure it's clearly shown and easy to see.

ANY PRIVATE INFO SHOWING?

Check labels, addresses, license plates and your background.

CAN YOU HEAR YOU?

Your voice should be clear without distracting background noise.

ANY HEALTH CLAIMS?

Watch words like "healthy," "safe" or anything that sounds like medical advice.

DID YOU ACTUALLY SHOW IT?

Don't just talk about it. Let the shopper see the product.

ANY FOLLOW REQUESTS?

Skip requests to follow, subscribe, comment or click.

DID YOU KEEP IT HELPFUL?

Share your experience instead of simply reading the listing.

DID YOU TAG THE RIGHT PRODUCT?

Only tag products actually featured in your video.

DID YOU SKIP PRICE & BARCODE?

Prices change. Amazon doesn't allow barcodes

ANOTHER SET OF EYES?

Join the [Storefront Launch Facebook Group](#) and let us take a look before you submit them.

What Happens Next?

WHILE YOU WAIT

YOUR VIDEOS ARE IN REVIEW

After you submit your three videos, Amazon will review them.

- Don't panic if it takes a little time.
- Keep an eye on your Creator Hub.
- Your blue lock means you're still waiting on the onsite decision.
- Use the time to practice and plan what you'll film next.

YOU'RE APPROVED

LOOK FOR THE CONFETTI 🎉

When you're approved for onsite, you'll see the screen creators have been waiting for:

- The blue lock disappears.
- Amazon gives you the approval message.
- You may even get a little confetti celebration!
- Now you can start building your Shoppable Video library for onsite opportunities.

YOU GOT THE CONFETTI. NOW WHAT?



KEEP FILMING

Three videos got you started. Now it's time to build your library.



STOP GUESSING WHAT TO FILM

I made the next guide specifically for this stage.



GRAB THE AMAZON INFLUENCER ROADMAP

It'll help you choose products, create a rhythm and work toward your first 100 videos.



YOUR NEXT STEP

GET THE FREE [ROADMAP TO YOUR FIRST 100 VIDEOS](#)