

AMAZON INFLUENCER QUICK START GUIDE



Getting Approved for the Amazon Influencer Program

Social Media Requirements (Do Not Overthink This)

To apply, Amazon requires you to connect **at least one active social media account**. This is the first of two approvals that you will need to officially be an Amazon Influencer.

You do not need thousands of followers, but your account should show:

- Real activity
- Original content
- Consistent posting
- Amazon is after influencers with high account engagement

Approval Success by Platform

(Based on real community experience)

Easiest to Hardest:

1. **TikTok** - Often the easiest if you have a few hundred followers & consistent posting. Engagement is key!
2. **Instagram** - Strong option, especially with Reels on a creator or business account
3. **YouTube** - Works well if you post regularly and have engagement
4. **Facebook** - Typically the hardest unless using an established creator page

TikTok and Instagram tend to work best for most beginners.

Important:

Do not try to grow every platform at once. Pick one or two, focus your effort, and build real engagement.

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Choosing Your First 3 Products

Once approved, Amazon requires you to submit **exactly three shoppable videos for review**.

These three videos determine whether you unlock **on-site placement**, which is where the real earning potential begins.

What Makes a Good First Product?

Choose products that are:

- Easy to explain clearly in **60 seconds to 2 minutes**
- Useful or problem-solving
- Already in your home
- Something you personally use and understand

The goal is not speed.

The goal is clarity.

Beginner-Friendly Product Examples

- Coffee grinders or coffee accessories
- Small vacuums or cleaning tools
- Hair tools or grooming products
- Folding tables or organizers
- Simple kitchen gadgets with 2–3 clear features

Avoid These for Your First Videos :

For your first three submissions, stay away from:

- Things like food, books, or hairbrushes, or a charging cord
- Extremely simple items that need no explanation
- Anything you cannot add real value to explaining

There will be plenty of time later for fast or simple items.

Right now, pick products where you can **demonstrate usefulness and problem-solving**.

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Recording High-Quality Videos Without Fancy Gear

Equipment You Actually Need

- Your smartphone
 - Always use the **rear-facing camera**, not the front camera
 - The back camera provides much better image quality
- A basic wireless lav mic (\$20 to \$30)
- Natural lighting from a window when possible

Audio quality often matters more than video quality.

If people cannot hear you clearly, they will scroll past.

Filming Best Practices

- Aim for about **one minute when possible**, but do not force it
- The perfect video length is **as long as it takes to explain the product accurately**
- Speak clearly and confidently
- Show the product in use, not just sitting on a table
- Focus on benefits, not just features
- Answer **at least one clear problem** or **one to two common questions** per video

There is nothing wrong with going longer if the product requires it.

On-Camera vs Faceless

- On-camera is always the better play when possible
- Faceless videos can work, especially if you are shy
- But remember: **you are an influencer, and people connect with people**

If you can be on camera, that will almost always help you long-term.

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Upload Your 3 Videos and Wait

This step requires patience!

- Upload **exactly three** shoppable videos
- Do not upload more until you receive a decision
- Reviews can take anywhere from a few days to a couple of weeks

If approved, your videos can now appear **directly on Amazon product pages**, which is where commissions begin to scale.

This is where you will hear about the infamous blue lock on the Creator Hub screen. Once you are approved you will see the blue lock disappear.

You are not ready to upload videos and earn commissions! Congrats!

If You Are Rejected

Rejection is not the end of the road.

If this happens:

- Review your videos honestly
- Improve clarity, lighting, and usefulness
- Re-record if needed

Helpful Tip: This is where having a trusted community in your corner can make all the difference. It's always helpful to post your videos to a community and ask for feedback. Constructive criticism can make a world of difference in your approval process!

You get **three total attempts** before needing to reapply with a different social account.

Many successful creators were approved on their second or third try.

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Final Tips for Long-Term Success

Batch filming content can save time!

After your first three videos are approved, make it a goal to reach your **first 100 videos as quickly as your schedule allows**. This first 100 videos is your **learning phase**.

This is where you:

- Build routine
- Learn how the platform works
- See what converts
- Prove the model to yourself

This is your **Level One learning curve**. Do not obsess over perfection at this stage.

Focus on:

- Being helpful
- Being consistent
- Getting repetitions in

About Upload Pace and Consistency. Everyone moves at a different speed.

- Some creators can film **100 videos in a month**
- Others may take **three to four months** to reach that level

Both are completely fine.

Some people can do:

- 50 short videos per week

Others may only manage:

- 2 to 3 quality videos per week

Your job is to:

- Find your natural pace
- Avoid burnout & stay consistent without stress

As you go, you will:

- Get faster
- Get more efficient
- Learn what works for you

Consistency beats intensity every time.

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Let's Build This Together

Whether your goal is:

- Extra income each month
- Replacing part of your full-time job
- Or building toward long-term freedom

This program works best when you treat it like a **skill to develop**, not a shortcut to chase.

The creators who succeed long-term are the ones who:

- Stay consistent
- Learn from their data
- Improve with every batch of videos
- And do not quit when results are slow in the beginning

Inside this community, you will find:

- Real strategies
- Real examples
- Ongoing updates as Amazon changes
- Support from creators at every level

This is not about luck.

It is about building a system that works for you over time.

I am glad you are here, and I am excited to see what you build.

Mike Strahl

Creator & Amazon Influencer