

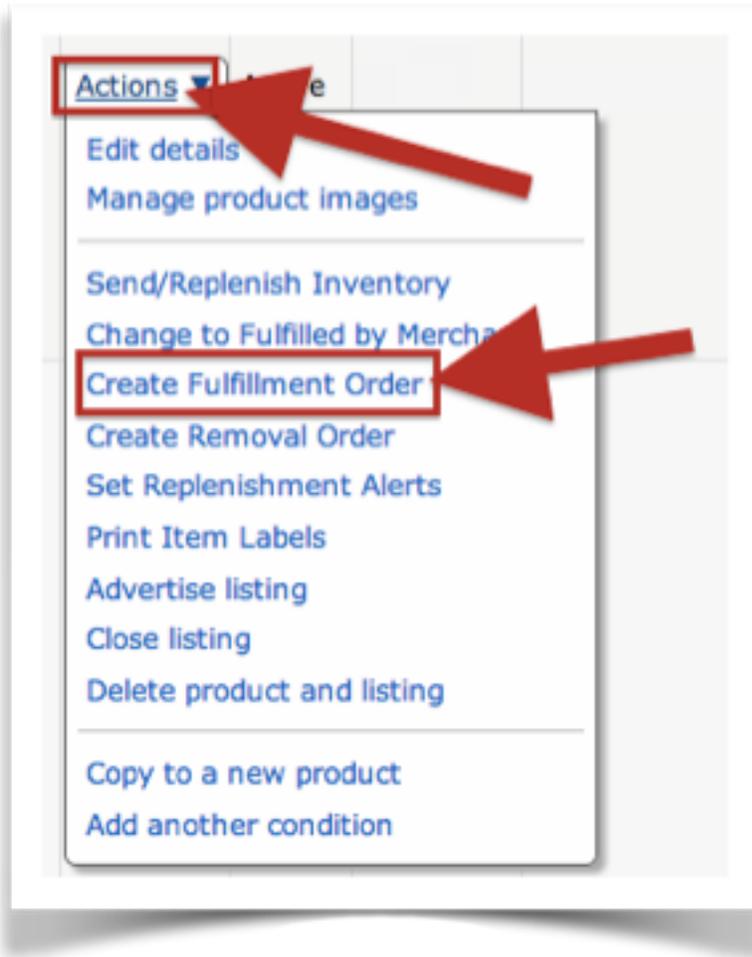
# Step-by-Step Process for Protecting Your Inventory"

*You need to follow these instructions very carefully, because if you miss a step or do this wrong, it may end up costing you a lot of money You have been warned*

The biggest mistake you can make is forget to actually set the status of your order to "Hold for Two Weeks." If you forget to set this, Amazon will actually ship those units out to you, and you will be paying the shipping charges... so once again... MAKE SURE YOU FOLLOW THE PROCESS AND VERIFY EVERYTHING AT EACH STEP BEFORE PROCEEDING.

**Step 1.** Login to your Seller Central account and click on "Inventory => Manage Inventory"

**Step 2.** Click on the "Actions" link next to the product you want to protect, then click on "Create Fulfillment Order"



**Step 3.** In the Provide Details screen, fill in all the required fields: Full Name, Address Line1, City, State/Region, Postal Code. Do NOT leave this screen yet. After entering this information, go to Step 4.

*Note: This must be a valid address in the US. If you live in the US, you can just use your own name and address. Otherwise, find any name and address to use. Don't worry, nothing will be shipped if you follow these instructions carefully. You just need to enter a name and a valid address to proceed.*

**Step 4.** On the same screen (Provide Details screen), on the bottom right, you will need to enter the number of units “Ordered.” This is the number of units you want to “reserve” and make unavailable from your FBA inventory. See note below.

*Note: Instead of reserving all the units you want to protect at once, you should determine the number of units you would like to release per day during a promotion, then create multiple reservations for that number of units. This will make the process of “releasing” held units back into inventory as simple as canceling one of these held-up orders (we will cover this later). For example, if you have 1,000 units in stock and would like to release 100 units per day for potential viral promotions, then you would reserve 100 units in this step, and repeat the process a total of 8 additional times, which will reserve a total of 900 units and allow 100 units to remain in your FBA Fulfillable inventory. There is a reason “editing” an order will not work for our purposes and why you must “cancel” a held order in order to release inventory. I will explain this later.*

Once you are done, click “Continue”

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**Ship To Address** (Only domestic postal addresses allowed)

Full Name: \*

Address Line1: \*

Address Line2:

City: \*

State/Region: \*

Postal Code: \*

Country: \*

Merchant SKU	Condition	Inbound Qty	Fulfillable Qty	Ordered	Delete
Vitamin C Serum ASIN: XXXXXXXXXXXX FNSKU: XXXXXXXXXXXX	New	0	1000	100	<input type="checkbox"/>
Totals				100	

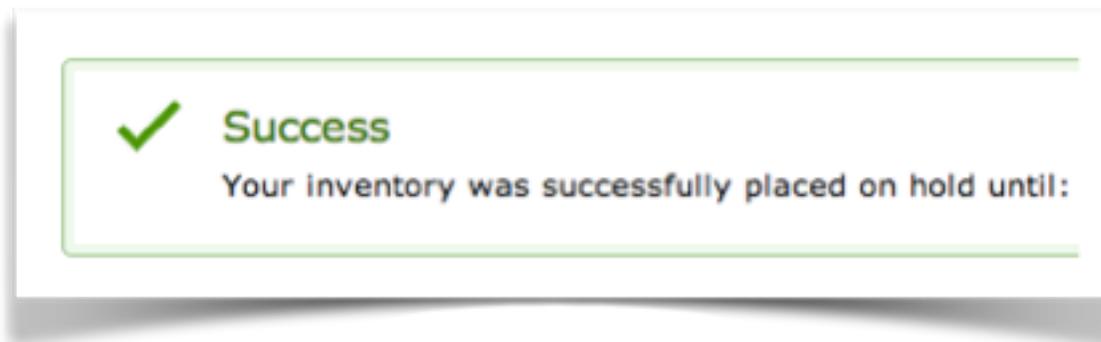
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**Step 5.** On the “Review & Place Order” screen, make sure you select “Hold this inventory for up to 2 weeks.”

*Note: This is a **CRITICAL** step. Make 100% sure you have selected this option, or Amazon will actually ship this inventory to the address provided and charge you FBA and shipping fees, which can be quite costly. **You have been warned***

Once you have verified you set the order to be held, click the “Place Order” button on the bottom right side of the screen.

Then, if you did this correctly, you should see a message on the next screen telling you that your inventory was successfully placed on hold until the specified date.



Within 15 minutes of so, the number of units you chose to “hold” will be removed from your FBA Fulfillable Inventory and shown in the FBA Reserved inventory on the “Inventory => Manage FBA Inventory” screen.

*Note: In some occasions it takes longer than 15 minutes to show these changes in the inventory screen, be patient and check again in a few minutes.*

This is all there is to protecting your inventory. Repeat the process to enter as many of these “on hold” orders as you wish in order to protect all the inventory you do not want sold during a promotion.

***Always remember to double and triple check that you have indeed selected the option to “HOLD” the order for two weeks. If you forget this option, Amazon will ship all of those units and charge you for FBA and shipping fees. This is an expensive mistake you do not want to make***