

# Listing Creation & Management SOP: Using the Lister Loader Template

03/17/2025 8:54 am CDT

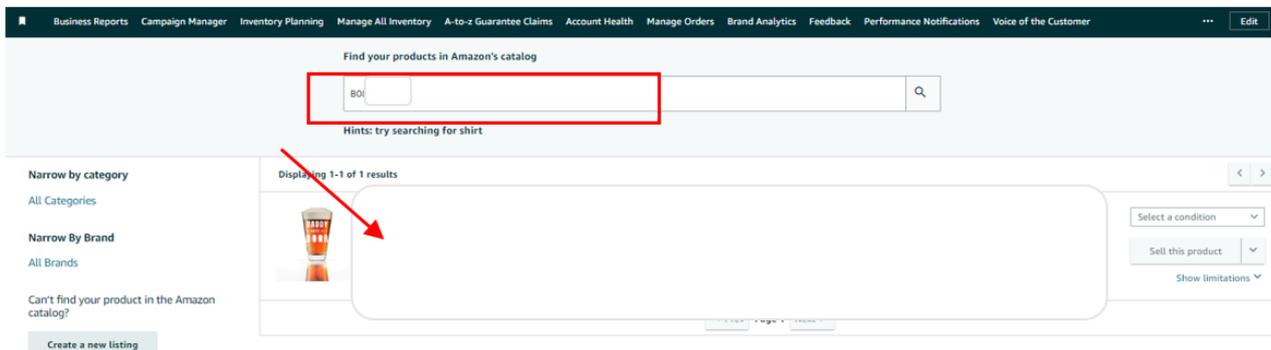
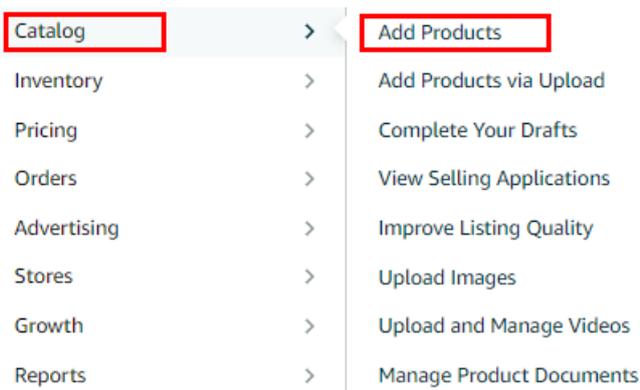


**Who is this for?** Individuals need a template for creating or adding their products that already exist in the Amazon catalog.

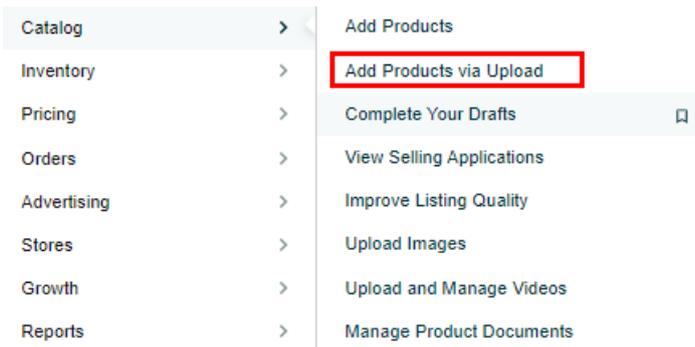


**Objective:** This is to provide efficient and streamlined functionality for Amazon sellers to match products, reduce manual effort, minimize data requirements, and upload directly to Amazon from Excel.

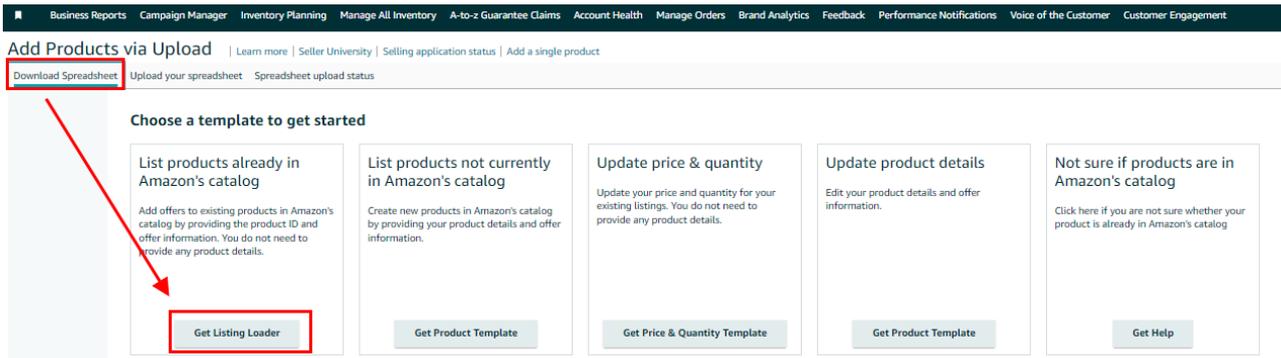
1. If you have multiple ASINs for a single UPC or EAN, consider using the "**Listing Loader Template.**"
2. Sometimes, when you click on "Add a Product" from the "Catalog" menu in Seller Central and enter a UPC or EAN, you may see more than one ASIN. In that case, review all ASIN product pages and select the one with the best content, rankings, and reviews.



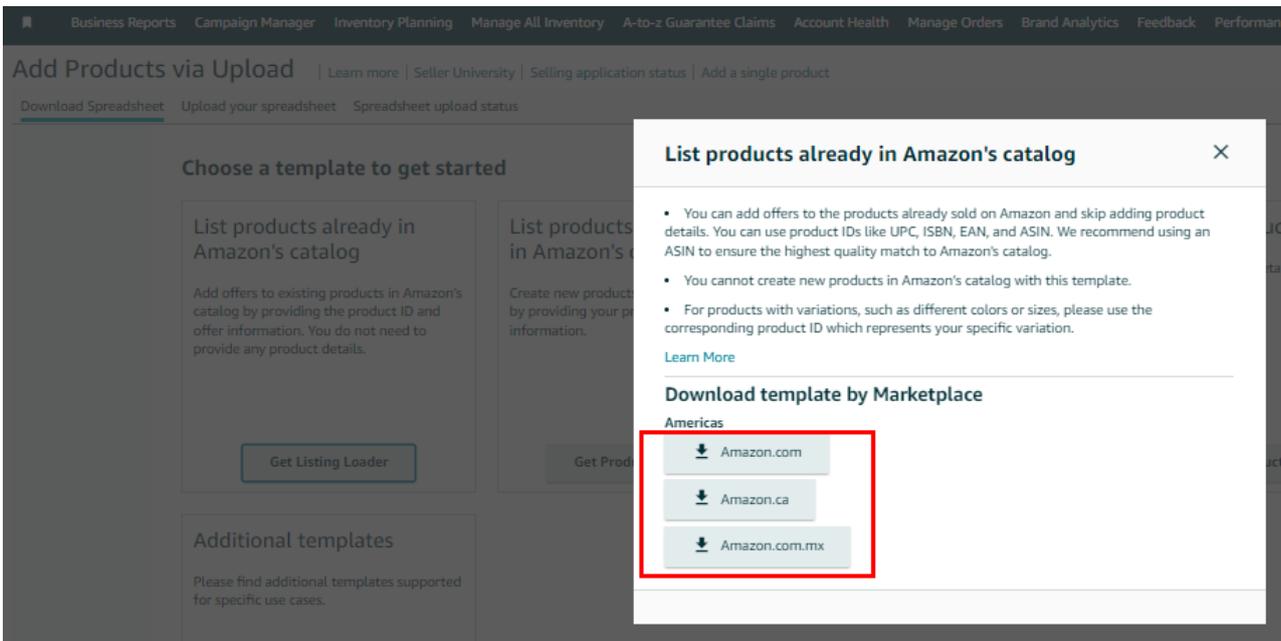
3. Once you decide which ASIN to use, return to Catalog and click "Add Products via Upload."



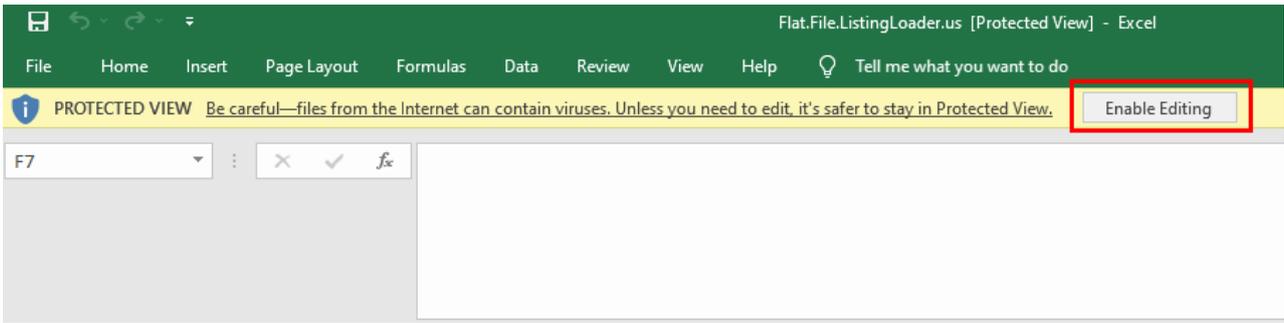
4. Then, under "Download Spreadsheet," click "Get Listing Loader" to the right of "Product Matching only."



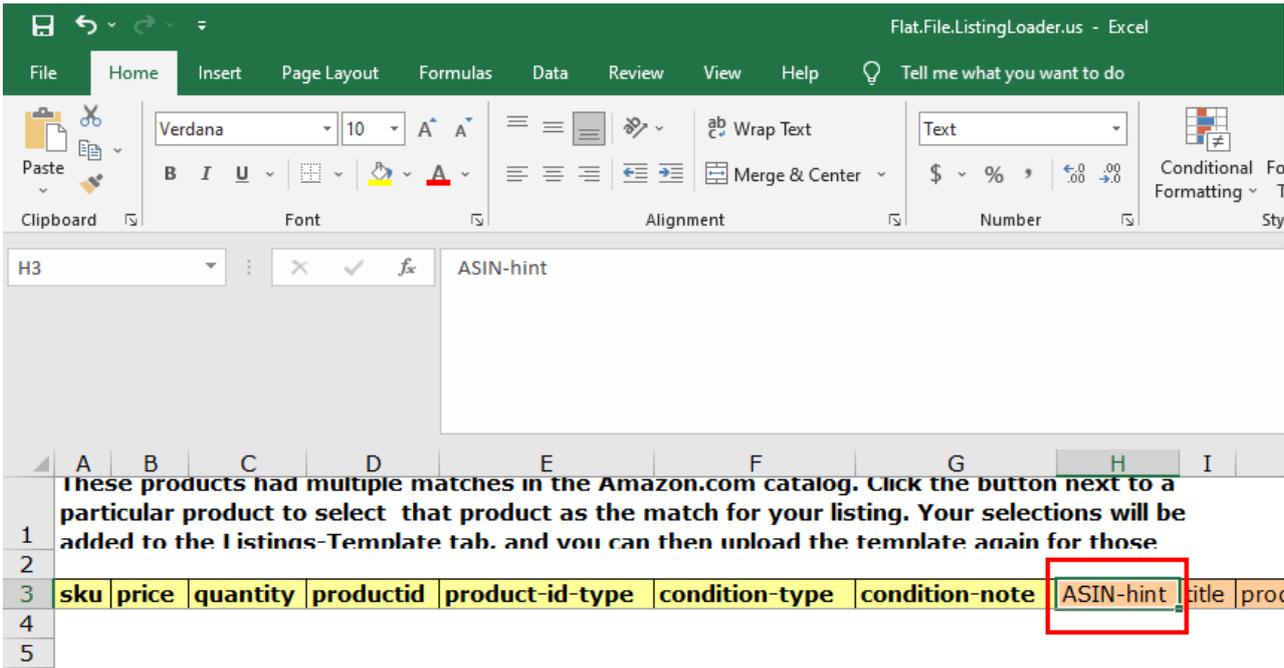
5. On the Pop-Up Window, choose the exact template by Marketplace of "Listing Loader Template" to download it.



6. In the Listing Loader Template, make sure to hit 'Enable Editing' first.



7. Insert the ASIN you want to use in the "ASIN Hint" field.



**Note:**

- If you're using Brand Registry, use the UPC or EAN as the Product ID instead of the ASIN. You can map the ASIN to the UPC or EAN using the Listing Loader.
- If you're using the Listing Loader for a product with only one ASIN on Amazon, don't put the ASIN in the "ASIN Hint" field.
- Unlike the regular flat file, the Listing Loader has some fields not available in the Inventory Loader Template.

8. Once you complete the file, save and upload it to Seller Central using the "Add Products via Upload" option from the "Catalog" menu. Choose your file type, select your file, and upload it. You can skip the "Check File" step if you prefer.

## Add Products via Upload [Learn more](#) | [Seller University](#) | [Selling application status](#) | [Add a single product](#)

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### Upload your spreadsheet Purge and replace your inventory

✓ Validation completed

**Flat.File.ListingLoader.us.xlsx**

Replace
Reset

**File Type:** Listing Loader File (Automatically detected)  
 Listing Loader Files are a template for uploading your inventory on Amazon for products that already exist in Amazon's catalog. For products that do not exist in the Amazon catalog, they need to be added to the catalog before you can use the Listing Loader. [Learn more](#)

#### Processing report format

- Excel
- Text

The Excel format highlights errors and warnings in the cell where they occurred, making it easy to visually pinpoint issues with your submission

**Email alert**  Remember my email address for future alerts  
 Send an email alert when the upload is complete.

[Upload file](#)

9. Check the processing report to ensure there are no errors. Your products will be to your catalog.

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### Spreadsheet upload status

Filter by:

File name / Submitted on	File type	Records successful/submitted	Status	Batch ID
Ac 11: [Redacted]	Inventory Files for Specific Categories/ Listing Loader File	2 / 2	✓ Done	71 <a href="#">Download Processing Summary</a>
Ac 3: [Redacted]	Inventory Files for Specific Categories/ Listing Loader File	2 / 2	✓ Done	67 <a href="#">Download Processing Summary</a>
Ac 11: [Redacted]	Inventory Files for Specific Categories/ Listing Loader File	2 / 2	✓ Done	67 <a href="#">Download Processing Summary</a>