****

**AMAZON VIRTUAL ASSISTANT**

**Duration: 03 Months FEE: $500**

**TRAINING OBJAECTIVES**

This course will enable the pass outs to become familiar with Amazon as a Virtual Assistant. In contrast to other short freelancing courses, this program is termed as Virtual Assistant for Amazon. Trainees will be learning the ways of being a Virtual Assistant for Amazon to take projects from customers and working from home as per customer’s requirement. The trainee will be able to deal with all the administration and customer support related to Amazon as well as able to find a product and launch in the Amazon.com marketplace.

#### 55 Virtual Assistant Jobs for Beginners in 2021 (Legitimate Companies)**SKILL COMPETENCY DETAILS**

**On successful completion of this course the trainee should be able to:-**

1. Manage an Amazon Account.
2. Understand the use of different data research tools for Product Research and Product Sourcing for Amazon.
3. Order Fulfillment tasks starting from Inventory replenishment to shipping FBM orders to customers.
4. Providing customer service for Amazon Customers on client’s behalf and handling Returns, Refunds.
5. Management of an Amazon Listing from inception to optimization.
6. Advertisement campaign Management for Amazon (PPC).
7. Product Launch and Ranking
8. Working on Upwork and Fiverr as Amazon Virtual Assistant.

**DETAIL OF COURSE CONTENTS**

|  |  |
| --- | --- |
| **S. #** | **Detail of Topics** |
| **1.** | **Introduction to E-Commerce Markets**1.1        Concept of E-Commerce1.2         Difference E-commerce Platforms1.3         Business Cycle of E-Commerce1.4         Benefits of E-Commerce Market vs Traditional Market1.5         Retail Arbitrage, Online Arbitrage & DropShipping |
| **2.** | **Introduction to Amazon**2.1     Introduction2.1.1                                      Objective of working as an Amazon VA2.1.2                                      What is Amazon2.1.3                                      Why we choose Amazon vs other marketplaces2.2        Amazon Business Models2.2.1                                      Amazon FBM vs FBA2.2.2                                      Amazon FBA Wholesale2.2.3                                      Amazon Drop shipping2.2.4                                      Advantages and Disadvantages of each Model |
| **3.** | **Amazon Product Research Tools**3.1       Introduction to Product Research Tools3.1.1                      Understanding Jungle Scout3.1.2                      Understanding Merchant Words3.1.3                      Understanding Helium103.1.4                      Understanding Viral Launch3.2      Category Analysis3.2.1                      Understanding Gated Categories3.2.2                      Main Category and Sub-Category3.2.3                      How to get a category ungated3.3         Keyword Research3.3.1                      How to get Keywords for a product3.4          Product Research Techniques3.4.1                      Understanding what sells on Amazon3.4.2                      Using Alibaba to find products3.4.3                      Tips to find products3.4.4                      Choosing a competitor in a targeted niche |
| **4.** | **Sourcing & Logistics**4.1  Finding & Contact Suppliers4.1.1     How to Find Suppliers on Alibaba4.1.2     How to contact suppliers using appropriate methods4.1.3     Understanding Supplier Selection Criteria4.1.4     Understanding shipping methods and Inco terms4.1.5     Contacting Freight Forwarders for shipment4.1.6     How to negotiate with suppliers4.1.7     Understanding Amazon Logistics4.1.8     How to place order with a supplier on Alibaba4.1.9     Dos and Don’ts4.1.10  How to do inventory planning |
| **5.** | **Listing Creation**5.1 All about Amazon Listing5.1.1     Understanding Amazon Listings5.1.2     Pre-Requisites of an Amazon Listing5.1.3     How to create a Listing on Amazon5.1.4     Understanding Title, Bullet Points and product descriptions5.1.5     Understanding Backend search terms for a list5.1.6     Retouching Images for Amazon listing5.1.7     Listing optimization using different tools5.1.8     Understanding Dummy listings5.1.9     Understanding EBC / A+ Content5.1.10  How to add variations5.1.11  Understanding FBA and FBM offers on the list5.1.12  Dos and Don’ts |
| **6.** | **Order Management and Customer Support**6.1 FBM Order Management6.1.1     How to fulfill FBM orders6.1.2     How to handle returns and refunds6.2   Shipment Plan6.2.1      Checklist before creating a shipment plan6.2.2      How to Create Shipment Plan6.3   Customer Support6.3.1      How to handle customer questions6.3.2      Proper way of communicating with customers6.3.3      Dos and Don’ts of Customer Support |
| **7.** | **Amazon Cases and Report Handling**7.1 Amazon Cases7.1.1                                      Understanding the purpose of Amazon cases7.1.2                                      How to open Amazon cases for your problems7.2       Amazon Reports Handling7.2.1                                      Understanding Different Business Reports7.2.2                                      Understanding Different Inventory Reports7.2.3                                      Understanding Different Advertising Reports7.2.4                                      Understanding other Reports on seller central7.3         Amazon Trademark & Brand Registry7.3.1                                      Why we need a Trademark for Amazon7.3.2                                      Understanding Brand Registry and its benefits7.3.3                                      Understanding Different Inventory Reports7.3.4                                      Understanding Different Advertising Reports |
| **8.** | **Advertising on Amazon**8.1 Amazon PPC8.1.1                                      What is Amazon PPC?8.1.2                                      Understanding type of Advertising Campaigns8.1.3                                      How to create Advertising campaign8.1.4                                      How to calculate ACOS8.1.5                                      How to optimize the PPC campaign8.1.6                                      Dos and Don’ts for PPC campaign8.2           Lightning Deals8.2.1                                      What is a lightning deal?8.2.2                                      How to get lightning deal?8.2.3                                      Dos and Don’ts of a lightning deal8.3            Digital Coupon8.3.1                                      What is a digital coupon?8.3.2                                      How to make a digital coupon?8.3.3                                      Dos and Don’ts of a digital coupon8.3.4                                      What is Early Reviewer Program |
| **9.** | **Product Launch and Rank on Amazon**9.1   Launching and Ranking9.1.1                                      What is a launch?9.1.2                                      What is ranking?9.1.3                                      Different methods of L&R9.1.4                                      Understanding Bumboo Launch9.1.5                                      Understanding HyperLaunch?9.1.6                                      Understanding ManyChat9.1.7                                      Understanding Facebook Ads9.2   Facebook, ManyChat & Pixelfy9.2.1                                      What is a Facebook Ad?9.2.2                                      How to manage Facebook Ad Budget9.2.3                                      Understanding Target Audience9.2.4                                      How to create a Facebook Ad?9.2.5                                      What is ManyChat?9.2.6                                      Where to get existing MC flows?9.3   Bumboo Launch9.3.1                                      Dos and Donts of a Launch |
| **10.** | **Working as a VA on Upwork and other Platforms**What is Upwork and why we choose UpworkHow to create Upwork AccountHow to get clients on UpworkHow to communicate with a foreign ClientWhat to charge the clientUnderstanding complete A to Z process |
| **11.** | **Business Ethics for Amazon Business**Business EthicsUnderstanding Business EthicsTaking a loss to give value to your clientKeeping everything of your client confidentialHonoring the agreement even at a lossDos and Don’ts of Business Ethics as VA |