

Amazon Virtual Assistant (3 Months) – Bright Eaglets Colleges

Week 1

1. Introductions to E-commerce Markets:

- 1.1 Concept of E-commerce
- 1.2 Difference E-commerce platforms
- 1.3 Business cycle of E-commerce
- 1.4 Benefits of E-commerce Market vs. Traditional Market
- 1.5 Retail Arbitrage, Online Arbitrage & Drop shipping

Week 2

2. Introduction To Amazon:

2.1 Introduction

- Objective of working as an Amazon VA
- What is Amazon?
- Why we choose Amazon vs. other marketplaces

2.2 Amazon Business Model:

- Amazon FBA vs. FBM
- Amazon FBA Wholesale
- Amazon Drop shipping
- Advantages and disadvantages of each Model

2.3 Amazon seller Central walk-Through

- Getting Familiar with Amazon Seller Central
- Understanding the Seller Central Dashboard
- Do's and Don'ts of using Seller Central as a VA

2.4 Amazon User ID Handling

- Understanding Reasons for ID suspension
- How to Avoid ID suspensions
- Different kind of ID suspension
- Resolving ID suspension by using Appeals

Week 3

3. Amazon Product Research Tools:

3.1 Introduction to product research Tools

- Understanding Jungle Scout
- Understanding Merchant Words
- Understanding Helium10
- Understanding Viral Launch

3.2 Category Analysis

- Understanding Gated Categories
- Main Category and Sub Category
- How to get a category ungated

3.3 Keyword Research

- How to analyze Primary Keywords
- How to analyze Secondary Keywords
- What are Golden Keywords?
- How to get Keywords for product

3.4 Product Research Techniques

- Understanding what sells on Amazon
- Using Alibaba to find products
- Using Coupon websites to find products
- Using spying on seller method to find products
- Using Social media websites to find products
- Tips and tricks to find products
- Choosing a competitor in a targeted niche

3.5 Basic patent search

- How to search for a patent using Google
- What to do in case of patent infringement

Week 4

4. Sourcing & Logistics

4.1 Finding and Contact Suppliers

- How to find suppliers on Ali Baba
- How to find suppliers using other websites
- How to contact suppliers using appropriate methods
- Understanding supplier's selection criteria
- Understanding shipping methods and Inco terms
- How to negotiate with suppliers
- Understanding Amazon logistics
- How to place order with a supplier or Ali Baba
- Dos and Don'ts
- How to do inventory planning

Week 5

5 Listing Creation

5.1 All about Amazon Listing

- Understanding Amazon listings
- Pre-Requisites of an Amazon listing
- How to create a listing on Amazon
- Understanding Title Bullets Points and product descriptions
- Understanding backend search terms for a list
- Retouching images for Amazon listing
- Listing optimization using different tools
- Winning the Buy Box on Amazon
- Understanding Dummy listing
- Understanding EBC / A+ content
- How to add variations
- How to merge listing and ASINS
- Understanding FBA and FBM offers on the list
- Dos & Don'ts

Week 6

6 Order Management and customer support

6.1 FBM order management

- How to fulfill FBM orders
- How to handle returns and refunds

6.2 Shipping plan

- Checklist before creating a shipment plan
- How to create shipment plan
- Understanding SPD and LTL for shipments

Understand Amazon shipment limitations

6.3 Customer support

How to handle customer questions

Proper way of communication with customers

DOS & Don'ts of customer support

Week 7

7 Amazon cases and Report handling

7.1 Amazon Cases

Understanding the purpose of Amazon cases

How to open Amazon cases for your problems

Amazon cases tips and tricks

Amazon cases Dos and Don'ts

7.2 Negative Reviews and negative feedback removal

How to get negative reviews removed

How to get negative feedback removed

7.3 Handling A-Z Guarantee claims

Understanding A-Z guarantee claims

How to tackle A-Z claims

7.4 Amazon Reports handling

Understanding different Business Reports

Understanding different Inventory Reports

Understanding different Advertising Reports

Understanding other reports on seller central

7.5 Amazon Trademark & Brand Registry

Why we need Trademark for Amazon

Understanding Brand Registry and its benefits

How to do Brand Registry?

Understanding Amazon IP Accelerator Program

Understanding Different Inventory Reports

Understanding Different Advertising Reports

Week 8

8 Advertising on Amazon

8.1 Amazon PPC

What is Amazon PPC?

Understanding type of Advertising Campaigns

How to create Advertising campaign

How to calculate ACOS

How to optimize the PPC campaign

Do's and Don'ts for PPC campaign

8.2 Lightning Deals

What is a lightning deal?

How to get lightning deal?

Do's and Don'ts of a lightning deal

8.3 Digital Coupon

What is digital Coupon?

How to make a digital coupon?

Do's and Don'ts of digital coupon

What is Early Reviewer Program?

Week 9

9 Product Launch and Ranking on Amazon

9.1 Launching and Ranking

- What is Launch?
- What is ranking?
- Different methods of L&R
- Understanding Bumboo Launch?
- Understanding ManyChat
- Understanding Facebook Ads

9.2 Facebook, Many Chat& Pixelfy

- What is Facebook Ad?
- How to manage Facebook Ad Budget
- Understanding Target Audience
- How to create a Facebook Ad?
- What is ManyChat?
- How to create and manage ManyChat Flow?
- Where to get existing MC flow?
- Different type of Pixelfy URLs

9.3 Bumboo Launch

- How to prepare for a Bumboo Launch?
- Checklist for a Bumboo Launch?
- How to choose correct techniques for launch?
- Understand Very Very Real Orders or VVRO
- What things you need to know before launching
- Dos and Don'ts of a launch

Week 10

10 Bookkeeping and Record Handling

10.1 How to make financial reports and submit reports

- How to do Profit and Loss for Amazon Business
- How to make cash flow statement for Amazon
- How to submit daily reports to clients

Week 11

11 Working as a VA on Upwork and other Platforms

11.1 Upwork

- What is Upwork and why we choose Upwork?
- How to create Upwork Account?
- How to get clients on Upwork?
- How to communicate with a foreign Client?
- What to charge a Client?
- Understanding complete A to Z process

Week 12

12 Business Ethics for Amazon Business

12.1 Business Ethics

- Understanding Business Ethics
- Taking a loss to give value to your client
- Keeping everything of your client confidential
- Honoring the agreement even at a loss
- Dos and Don'ts of Business Ethics as VA