



## Amazon Virtual Assistant Training Course Outline

### Website:

<https://www.computereducator.pk/amazon-training/>

**Duration: 1.5 to 2 Months | Level: Beginner to Intermediate | Mode: Online / On-Campus**

**Chapter 1** Fb Area: 0310-6000074

**Chapter 2** Gulshan-e-Iqbal: 0311-2154111

**Chapter 3** North Karachi: 0319-1114011

### Module 1: Introduction to Amazon Marketplace

- Understanding Amazon business models (PL, Wholesale, FBA, FBM)
- Global opportunity for Pakistani freelancers
- Role and Responsibilities of a Virtual Assistant

### Module 2: Amazon Account Setup

- Creating Amazon Seller Central accounts

- Document verification and tax information
- Navigating the dashboard and backend interface

### **Module 3: Product Research & Analysis**

- Product hunting techniques using Helium 10, Jungle Scout
- Analyzing competition, sales trends, and profit margins
- Identifying restricted or gated categories

### **Module 4: Keyword Research & Listing Optimization**

- Using tools for keyword ranking (Cerebro, Magnet)
- Writing high-converting product titles, bullets, and descriptions
- Creating enhanced brand content (A+ content)

### **Module 5: Inventory & Supplier Management**

- Sourcing products from Alibaba or local vendors
- Communicating with suppliers professionally
- Shipping, logistics, and managing lead times

### **Module 6: Order Processing & Customer Service**

- Monitoring orders and returns
- Creating and managing cases in Amazon support
- Handling buyer messages and reviews professionally

### **Module 7: Amazon PPC Overview (Intro Only)**

- Basics of Sponsored Products, Brands, and Display Ads
- Setting up automatic and manual campaigns
- Understanding key metrics: ACoS, CTR, CPC

### **Module 8: VA Tools & Daily Operations**

- Managing workload using Trello, Google Sheets
- Report generation from Amazon reports
- Creating SOPs (Standard Operating Procedures)

### **Module 9: Freelancing & Client Acquisition**

- Building VA profiles on Fiverr, Upwork
- Writing client-winning proposals and managing gigs
- Portfolio creation for Amazon VA projects

### **Module 10: Final Assessment**

- Simulated client task completion
- Report submission and review
- Certification upon passing final tasks

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**Thank You For Reading**

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