



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

Thank You For Reading

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