

	<ul style="list-style-type: none">1.2 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 <ul style="list-style-type: none">2.1 Introduction<ul style="list-style-type: none">2.1.1 Objective of working as an Amazon VA2.1.2 What is Amazon2.1.3 Why we choose Amazon vs other marketplaces2.2 Amazon Business Models<ul style="list-style-type: none">2.2.1 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 <ul style="list-style-type: none">3.1 Introduction to Product Research Tools<ul style="list-style-type: none">3.1.1 Understanding Jungle Scout3.1.2 Understanding Merchant Words3.1.3 Understanding Helium103.1.4 Understanding Viral Launch3.2 Category Analysis<ul style="list-style-type: none">3.2.1 Understanding Gated Categories3.2.2 Main Category and Sub-Category3.2.3 How to get a category ungated3.3 Keyword Research<ul style="list-style-type: none">3.3.1 How to get Keywords for a product3.4 Product Research Techniques

	<ul style="list-style-type: none">3.4.1 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 <ul style="list-style-type: none">4.1 Finding & Contact Suppliers<ul style="list-style-type: none">4.1.1 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 <ul style="list-style-type: none">5.1 All about Amazon Listing<ul style="list-style-type: none">5.1.1 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+ Content

	<ul style="list-style-type: none"> 5.1.10 How to add variations 5.1.11 Understanding FBA and FBM offers on the list 5.1.12 Dos and Don'ts
6.	<p>Order Management and Customer Support</p> <ul style="list-style-type: none"> 6.1 FBM Order Management <ul style="list-style-type: none"> 6.1.1 How to fulfill FBM orders 6.1.2 How to handle returns and refunds 6.2 Shipment Plan <ul style="list-style-type: none"> 6.2.1 Checklist before creating a shipment plan 6.2.2 How to Create Shipment Plan 6.3 Customer Support <ul style="list-style-type: none"> 6.3.1 How to handle customer questions 6.3.2 Proper way of communicating with customers 6.3.3 Dos and Don'ts of Customer Support
7.	<p>Amazon Cases and Report Handling</p> <ul style="list-style-type: none"> 7.1 Amazon Cases <ul style="list-style-type: none"> 7.1.1 Understanding the purpose of Amazon cases 7.1.2 How to open Amazon cases for your problems 7.2 Amazon Reports Handling <ul style="list-style-type: none"> 7.2.1 Understanding Different Business Reports 7.2.2 Understanding Different Inventory Reports 7.2.3 Understanding Different Advertising Reports 7.2.4 Understanding other Reports on seller central 7.3 Amazon Trademark & Brand Registry <ul style="list-style-type: none"> 7.3.1 Why we need a Trademark for Amazon 7.3.2 Understanding Brand Registry and its benefits 7.3.3 Understanding Different Inventory Reports

	7.3.4	Understanding Different Advertising Reports
8.	Advertising on Amazon	
	8.1	Amazon PPC
	8.1.1	What is Amazon PPC?
	8.1.2	Understanding type of Advertising Campaigns
	8.1.3	How to create Advertising campaign
	8.1.4	How to calculate ACOS
	8.1.5	How to optimize the PPC campaign
	8.1.6	Dos and Don'ts for PPC campaign
	8.2	Lightning Deals
	8.2.1	What is a lightning deal?
	8.2.2	How to get lightning deal?
	8.2.3	Dos and Don'ts of a lightning deal
	8.3	Digital Coupon
	8.3.1	What is a digital coupon?
	8.3.2	How to make a digital coupon?
	8.3.3	Dos and Don'ts of a digital coupon
	8.3.4	What is Early Reviewer Program
9.	Product Launch and Rank on Amazon	
	9.1	Launching and Ranking
	9.1.1	What is a launch?
	9.1.2	What is ranking?
	9.1.3	Different methods of L&R
	9.1.4	Understanding Bumboo Launch
	9.1.5	Understanding HyperLaunch?
	9.1.6	Understanding ManyChat
	9.1.7	Understanding Facebook Ads

	<p>9.2 Facebook, ManyChat & Pixelfy</p> <p>9.2.1 What is a Facebook Ad?</p> <p>9.2.2 How to manage Facebook Ad Budget</p> <p>9.2.3 Understanding Target Audience</p> <p>9.2.4 How to create a Facebook Ad?</p> <p>9.2.5 What is ManyChat?</p> <p>9.2.6 Where to get existing MC flows?</p> <p>9.3 Bumboo Launch</p> <p>9.3.1 Dos and Donts of a Launch</p>
10.	<p>Working as a VA on Upwork and other Platforms</p> <p>What is Upwork and why we choose Upwork</p> <p>How to create Upwork Account</p> <p>How to get clients on Upwork</p> <p>How to communicate with a foreign Client</p> <p>What to charge the client</p> <p>Understanding complete A to Z process</p>
11.	<p>Business Ethics for Amazon Business</p> <p>Business Ethics</p> <p>Understanding Business Ethics</p> <p>Taking a loss to give value to your client</p> <p>Keeping everything of your client confidential</p> <p>Honoring the agreement even at a loss</p> <p>Dos and Don'ts of Business Ethics as VA</p>