



**KIDS & TEENS FREELANCING TRAINING INSTITUTE**

# **Amazon Course Outline**

## **Module 1: Introduction to Selling on Amazon**

- What is Amazon and how does it work for sellers?
- How Amazon became a global marketplace
- Benefits of selling on Amazon (reaching millions of customers)
- Setting up an Amazon Seller account (guidance for a parent or guardian)

## **Module 2: Finding the Perfect Product to Sell**

- How to choose the right product to sell on Amazon
- Exploring different product categories (toys, books, clothing, etc.)
- Researching what people are searching for on Amazon
- Fun activity: brainstorming ideas based on interests (e.g., art supplies, cool gadgets, accessories)

## **Module 3: Setting Up Your Amazon Seller Profile**

- Setting up your store name and logo
- Writing a compelling store description
- How to upload your first product
- What's important to know about pricing and shipping

## **Module 4: Creating Product Listings that Sell**

- Writing product titles that grab attention
- Taking high-quality photos of your products (or using Canva for mock-ups)
- Writing clear and appealing product descriptions
- Setting the right price: How to make your product attractive

## **Module 5: Shipping & Fulfillment – What's the Best Option?**

- What are Fulfillment by Amazon (FBA) and Fulfillment by Merchant (FBM)?
- How to use FBA to let Amazon handle storage and shipping
- Packaging your product for shipment (safely and neatly)

- Basic shipping tips and costs

## **Module 6: Marketing Your Amazon Store**

- How to drive traffic to your Amazon store
- Using Amazon's advertising tools (sponsored ads)
- Social media marketing basics (Instagram, TikTok, etc.)
- Creating a buzz for your products with posts, stories, or videos

## **Module 7: Customer Service and Reviews**

- Why customer service is key to success
- How to handle feedback and complaints positively
- How reviews help your product rank higher on Amazon
- Responding to customer inquiries quickly and professionally

## **Module 8: Final Project – Launch Your First Amazon Product!**

- Choose a product to sell
- Create an Amazon product listing with photos, description, and price
- Share your Amazon store link with friends or family for feedback
- Track your progress: Sales and reviews

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## **Bonus Materials:**

- Printable checklist for creating Amazon product listings
- Easy-to-follow Amazon Seller guide (step-by-step)
- Template for social media marketing
- Certificate of Completion