



KIDS & TEENS FREELANCING TRAINING INSTITUTE

E commerce Course Outline

Module 1: What is E-commerce?

- What does e-commerce mean?
- Difference between online and physical stores
- Real examples: Amazon, Etsy, Shopify, kid-run shops
- Types of e-commerce (products, services, digital downloads)

Module 2: Finding What to Sell

- Brainstorming product ideas
- Trending and evergreen products
- Handmade, digital, or dropshipped products
- Finding your niche or theme

Module 3: Building Your Online Store

- Introduction to platforms: Shopify, Etsy, Wix
- Picking a store name and logo
- Creating a fun and friendly homepage
- Uploading your first product (with photo & description)

Module 4: Creating Product Listings That Sell

- Writing clear, catchy product descriptions
- Adding high-quality photos or drawings
- Pricing your product fairly
- Using simple tools like Canva for product images

Module 5: Payment and Delivery Basics

- How people pay online
- What is shipping and how does it work?
- Simple intro to dropshipping (if no inventory)
- Being honest and fair with customers

Module 6: Marketing Your Store

- How to tell people about your shop
- Intro to social media for promotion
- Using stories, reels, and behind-the-scenes videos
- Asking friends and family to help spread the word

Module 7: Customer Service and Reviews

- Being kind and helpful to customers
- Answering questions quickly
- How reviews help your shop grow
- Handling problems with confidence

Module 8: Final Project – Launch Your First Product!

- Pick a product to sell
- Design a simple storefront
- Share your shop link or create a product presentation
- (Optional) Set up a real or pretend sale

Bonus Materials:

- Printable e-commerce planner
- Product idea worksheet
- Social media content calendar for kids
- Certificate of Completion