



KIDS & TEENS FREELANCING TRAINING INSTITUTE

Shopify Dropshipping Course Outline

Module 1: What is Dropshipping?

- What is dropshipping, and how does it work?
- Why dropshipping is a great way to start an online business with no upfront inventory costs
- Understanding the three main players: You (the store owner), the supplier, and the customer
- Real-life examples of successful dropshipping businesses

Module 2: Setting Up Your Shopify Store

- Introduction to Shopify: What is it and how do you use it?
- How to sign up for a Shopify account (with guidance from a parent or guardian)
- Choosing a store name and creating a memorable logo
- Selecting a theme for your store and customizing it to look professional
- Setting up basic store information: Payment methods, shipping options, and taxes

Module 3: Finding the Perfect Products to Sell

- How to find trending products for your store (using platforms like Oberlo or Spocket)
- Picking products that align with your interests and have good demand
- How to analyze suppliers and product reviews to ensure quality
- Fun activity: Research trending products in different categories (fashion, tech, accessories)

Module 4: Adding Products to Your Store

- How to import products from suppliers directly into your Shopify store
- Writing product descriptions that sell (how to highlight features, benefits, and quality)
- Creating high-quality product images (using free tools like Canva or using supplier images)
- Setting the right price for your products: Calculating costs and profit margins

Module 5: Setting Up Your Online Store for Success

- Writing your store's "About Us" page to build trust with customers
- Creating a friendly and easy-to-navigate store layout
- Adding essential pages: Contact, Privacy Policy, Return Policy
- Setting up an easy checkout process for your customers

Module 6: Marketing Your Shopify Store

- How to promote your Shopify store using social media platforms (Instagram, TikTok, Pinterest)
- Using influencers and brand ambassadors to spread the word about your store
- Introduction to Facebook ads: Setting up your first ad campaign
- Creating engaging content: Product posts, stories, giveaways, and ads

Module 7: Managing Orders and Customer Service

- How to handle orders once they come in: Processing and fulfilling them with your supplier
- Managing customer inquiries and providing great customer support
- How to create an amazing customer experience: Fast shipping, easy returns, and quick responses
- Fun activity: Write a friendly email response for a customer inquiry

Module 8: Final Project – Launch Your Own Shopify Dropshipping Store!

- Create your Shopify store from scratch
- Choose 3–5 products to sell, add them to your store, and write catchy product descriptions
- Market your store on social media platforms and get feedback from friends and family
- Track your sales and orders, and adjust your strategies to improve results

Bonus Materials:

- Shopify store setup checklist
- Marketing ideas for beginners (Instagram posts, TikTok videos, Facebook ads)
- Shopify dropshipping business plan template
- Certificate of Completion