KIDS & TEENS FREELANCING TRAINING

Amazon E Commerce Course Outline

MODULE 1: Introduction to E-commerce

- What is E-commerce?
- How Amazon Works (Marketplace vs Retail)
- Famous Kid Entrepreneurs on Amazon
- Safety and Parental Guidance Online

MODULE 2: Understanding Products and Niches

- What Makes a Product Sell?
- Trending Products vs Evergreen Products
- Niche Selection – Finding What You Love
- Kid-Friendly Product Ideas

MODULE 3: Branding and Product Design

- Creating a Brand Name & Logo
- Understanding Product Packaging
- Using Canva for Beginners
- Basic Photoshop for Product Mockups (optional)

MODULE 4: Sourcing Products

- What is Dropshipping vs Private Label?
- Finding Products on AliExpress, Alibaba
- Talking to Suppliers (with Adult Support)
- Safety Tips for Online Sourcing

MODULE 5: Setting Up an Amazon Seller Account (with Parents)

- Amazon Seller Central Overview
- Types of Seller Accounts
- Setting Up a Child-Parent Partnership Account

MODULE 6: Listing Products on Amazon

- Writing Product Titles and Descriptions
- Using Keywords (Basic SEO)
- Uploading Product Images

- Setting Prices and Shipping Options

MODULE 7: Marketing & Promotions

- Basics of Amazon Advertising
- Creating Product Videos
- Using Social Media (Instagram, TikTok)
- Building a Simple Website or Landing Page

MODULE 8: Managing Orders & Customer Service

- Handling Orders and Tracking
- Responding to Customers Politely
- Dealing with Returns & Reviews