



**TECHNOCATION FREELANCING TRAINING INSTITUTE & SOFTWARE HOUSE**

# **Professional Course Outline for Dropshipping on Amazon for VA**

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

- Understanding the Dropshipping Business Model
- How Amazon Dropshipping Works
- Pros & Cons of Amazon Dropshipping
- Amazon's Policies & Compliance

## **Module 2: Setting Up an Amazon Seller Account**

- Step-by-Step Guide to Amazon Seller Central
- Choosing Between Individual & Professional Seller Accounts
- Setting Up Payment Methods & Tax Information
- Navigating the Seller Dashboard

## **Module 3: Product Research & Selection**

- Finding Profitable & Trending Products
- Using Tools like Helium 10, Jungle Scout, and AMZScout
- Analyzing Competitor Strategies
- Avoiding Restricted & High-Risk Products

## **Module 4: Finding & Managing Suppliers**

- Best Suppliers for Amazon Dropshipping (Alibaba, AliExpress, CJ Dropshipping)
- Communicating with Suppliers & Negotiating Prices
- Verifying Product Quality & Shipping Times
- Avoiding Scams & Supplier Issues

## **Module 5: Listing Optimization & SEO**

- Creating High-Converting Product Listings
- Writing SEO-Optimized Titles, Descriptions & Bullet Points
- Using Backend Keywords & A+ Content
- Optimizing Product Images & Videos

## **Module 6: Order Processing & Inventory Management**

- Understanding Order Fulfillment Workflow
- Managing Orders & Tracking Shipments
- Handling Out-of-Stock & Backorders
- Ensuring Supplier Reliability

## **Module 7: Amazon PPC & Marketing Strategies**

- Introduction to Amazon PPC (Pay-Per-Click) Advertising
- Setting Up & Optimizing Sponsored Ads
- External Marketing Strategies (Social Media, Influencers, Email Marketing)
- Using Discounts & Promotions to Boost Sales

## **Module 8: Handling Customer Service & Returns**

- Managing Customer Inquiries & Complaints
- Handling Refunds & Returns Professionally
- Maintaining Positive Feedback & Seller Ratings
- Dealing with Negative Reviews

## **Module 9: Amazon Policy Compliance & Avoiding Suspensions**

- Understanding Amazon's Terms of Service for Dropshipping
- Common Mistakes That Lead to Account Suspensions
- How to Appeal & Reinstate Suspended Accounts
- Best Practices for Long-Term Success

## **Module 10: Scaling & Automating Your Business**

- Automating Order Management & Customer Support
- Expanding Product Listings & Niches
- Hiring Virtual Assistants for Business Growth
- Transitioning to Private Label or FBA for Higher Profits