

Enablers is a pioneer in eCommerce and skill-based training in Pakistan, empowering individuals with the knowledge and tools to excel in the digital economy. Through a unique collaboration with the **Health Services Academy**, Enablers is extending its expertise to bridge the gap between the healthcare industry and the digital marketplace.

This partnership aims to equip health graduates with essential tech and entrepreneurial skills, enabling them to meet the demands of a rapidly evolving industry. By fostering digital proficiency and business acumen, Enablers and the Health Services Academy are together fostering a new generation of healthcare professionals who are prepared to make impactful contributions within the medical sector.

Course Title: Become a Freelancer / Virtual Assistant

- **Fee:** 32,500 PKR
 - **Duration:** 3 Months
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Course Overview

The **Become a Freelancer / Virtual Assistant** course is a comprehensive program designed to help individuals kickstart their freelancing careers with a focus on Amazon FBA services and virtual assistance. This course provides step-by-step guidance to build practical freelancing skills and start landing high-paying projects. Participants will learn valuable skills in Amazon services, social media marketing, product research, and essential professional skills.

Course Modules

Module 1: Introduction to Amazon & Freelancing Basics

- Developing a freelancer's mindset.
- Understanding Enablers' support system.
- Overview of Amazon marketplaces, selling models, and fulfillment channels.

- Introduction to Amazon freelancing services.

Module 2: Deep Dive into Amazon FBA Wholesale

- Key Amazon terms and abbreviations.
- Choosing categories in FBA Wholesale.
- Ungating categories and using product hunting tools.

Module 3: Product Hunting for Amazon FBA Wholesale

- Sourcing from brands, wholesalers, and distributors.
- Enablers' criteria for product selection.
- Tools and techniques for effective product hunting.

Module 4: Advanced Product Hunting Techniques

- Techniques like reverse sourcing and seller spying.
- Manual hunting and brand search for top-selling products.
- Using AI and updated directories for USA/UK.

Module 5: Product Analysis and Supplier Contact

- Prerequisites for supplier contact.
- Templates for supplier outreach.
- Scanning tools (Scan Unlimited, Rocket Source) and Smart Scout.

Module 6: Facebook Ads Management

- Setting up Facebook Business and Ad Manager.
- Managing ads, campaigns, and pixels for conversions.
- Audience targeting (custom, lookalike, retargeting) and split testing.

Module 7: Product Hunting & Sourcing for Amazon Private Label

- Advanced product research techniques.
- AI tools for product idea generation and validation.
- Supplier selection criteria and sourcing directories.

Module 8: Product Listing for Private Label

- Keyword research and competitor analysis.
- Listing standards on Amazon and managing user permissions.
- Shipment planning and labeling.

Module 9: Product Launch for Private Label

- Setting up and managing PPC campaigns.
- Using promotions, coupons, and deals for product launches.
- PPC optimization and budgeting.

Module 10: Presentation & Ethical Skills

- Professional presentation skills for client interactions.
- Maintaining ethical standards as a freelancer.
- Key factors for upholding ethics in freelancing.

Module 11: Communication Skills

- Effective client communication.
- Engaging with local and international groups.
- Presenting oneself on freelancing platforms.

Module 12: Fiverr Account Setup and Management

- Introduction to Fiverr and account registration.
- Gig creation, keyword research, and gig ranking strategies.
- Order management and customer service practices.

Module 13: Upwork Account Setup and Management

- Setting up a professional Upwork profile.
- Project bidding, proposal submissions, and milestone management.
- Payment withdrawals, handling disputes, and Upwork support.

Key Learning Outcomes

- **Amazon FBA & Private Label Expertise:** Develop skills in product research, listing, and launching products on Amazon.
- **Social Media Marketing Proficiency:** Learn Facebook ad management for targeted engagement and conversions.
- **Freelance Account Management:** Set up, optimize, and manage freelancing accounts on Fiverr and Upwork.
- **Professional Communication & Presentation:** Master effective client communication, presentation techniques, and ethical practices.

- **Freelancing Success Strategies:** Gain insights into building a successful freelance career with practical steps and support.
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This course equips you with the tools and knowledge needed to become a successful freelancer or virtual assistant, specializing in Amazon services and digital marketing.