

# e-learning guide

We have over 200 bitesize e-learning videos to help your small business no matter what stage you are at. There are three tiers: Start, Grow and Turbo. You can also pick and mix the modules and steps you want to watch depending on your business needs.

**Sign up to the Amazon Small Business Accelerator for FREE today**

## Contents

Click the topic you are interested in to explore the e-learning videos in that section.

- ▶ 01. Start your business
- ▶ 02. Marketing and building your business online
- ▶ 03. Making sales
- ▶ 04. Selling on Amazon
- ▶ 05. Amazon Seller Stories and Seller Insights
- ▶ 06. Funding and money management
- ▶ 07. Hiring a team

## Access support

The following e-learning videos provide support for your business at any stage:

- ▶ How to access support in your area
- ▶ Finding peer groups, mentors and advisers
- ▶ Balance key business tasks: business development, operations and administration
- ▶ Finding peer groups, mentors and advisers
- ▶ Strategic advisers and the role they play

  
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Nation

# 01. Start your business

[Click on a topic to start learning](#)

## Come up with an idea, write a plan, register the company and IP

- ▶ [How to come up with an idea for your business](#) 2 MINS
- ▶ [5 things to include in a business plan](#) 3 MINS
- ▶ [Introduction to deciding on your business status](#) 3 MINS
- ▶ [Housekeeping for your business](#) 2 MINS

## Market Research: Source Customers and Product Partners

- ▶ [How to research your market – customers](#) 8 MINS
- ▶ [How to research your market – competitors](#) 6 MINS
- ▶ [Introduction to pricing your product or service](#) 5 MINS
- ▶ [Sourcing production or go-to market partners](#) 6 MINS

## How to get started on social media

- ▶ [Introduction to Facebook](#) 3 MINS
- ▶ [Introduction to Instagram](#) 3 MINS
- ▶ [Introduction to Twitter and how to start out on Twitter](#) 3 MINS
- ▶ [Introduction to TikTok and how to start out on TikTok](#) 3 MINS
- ▶ [How to set up a profile on LinkedIn](#) 4 MINS
- ▶ [Introduction to major platforms and how to start out on LinkedIn](#) 5 MINS
- ▶ [Mastering social media, measuring what works and analytics](#) 6 MINS



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## 02. Marketing and building your business online

[Click on a topic to start learning](#)

### Build a presence online

- ▶ Securing a domain and hosting 5 MINS
- ▶ Choose a template website 6 MINS
- ▶ How to write a blog and keep it fresh 5 MINS
- ▶ Imagery for your homepage 5 MINS
- ▶ The About Us page 4 MINS
- ▶ Mastering email marketing 5 MINS

### Build a brand

- ▶ Visual brand identity 5 MINS
- ▶ Designing a logo 4 MINS
- ▶ PR: How to write a press release 5 MINS
- ▶ PR: How to get coverage 4 MINS
- ▶ How to source testimonials, reviews and case studies 5 MINS
- ▶ Networking: Using your brand 3 MINS

### Build online via content and community

- ▶ Content creation for your brand 4 MINS
- ▶ Building a community and why this matters 5 MINS
- ▶ Brand building for growing companies 5 MINS
- ▶ Where to build your community 6 MINS
- ▶ How to use your community to turn customers into fans 6 MINS
- ▶ Secrets to SEO Success 5 MINS

### Marketing: Measure what works

- ▶ Google Analytics 7 MINS
- ▶ Paid social and how to measure return 5 MINS
- ▶ Placing the customer at the heart of the business 6 MINS
- ▶ How to act on customer feedback 6 MINS

### Marketing: paid advertising and calculating return

- ▶ Pay Per Click Advertising and measuring return 5 MINS
- ▶ How to Match your Marketing with your Growth Targets 6 MINS



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## 03. Making sales and managing customers

[Click on a topic to start learning](#)

### Make sales: perfect pricing

- ▶ Introduction to making sales 4 MINS
- ▶ Coming up with a price point for your service 4 MINS
- ▶ How to make an in-person sale 4 MINS
- ▶ Productise your knowledge through becoming the expert 3 MINS

### Make sales: shipping your product

- ▶ Barcodes with GS1UK 7 MINS
- ▶ Shipping products and learning logistics 5 MINS
- ▶ Building and maintaining a sales pipeline 5 MINS
- ▶ Pitching to retailers 4 MINS

### Operations and customer support

- ▶ Selling wholesale 4 MINS
- ▶ Customer support and CRM 6 MINS
- ▶ Logistics 4 MINS
- ▶ Multi channel fulfilment 5 MINS
- ▶ Scaling production 2 MINS
- ▶ Internal processes 2 MINS

### Launching offline: Pop-Up shops

- ▶ Introduction to Pop-Up Shops: Finding a Site 2 MINS
- ▶ Introduction to Pop-Up Shops: Hiring Staff & Stocking the Shop 2 MINS
- ▶ Introduction to Pop-Up Shops: Taking Payment & Attracting customers 2 MINS
- ▶ Launching your product offline 2 MINS

### Building online sales and sort the shipping

- ▶ Turning browsers into buyers 2 MINS
- ▶ Barcodes and listing them online 2 MINS
- ▶ Mastering logistics 2 MINS

### Managing customers

- ▶ Placing the customer at the heart of the business 5 MINS
- ▶ How to act on customer feedback 8 MINS
- ▶ What is customer experience design and why it matters 12 MINS



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# 04. Selling on Amazon

Click on a topic to start learning

## Setting up on The Amazon Stores

- ▶ Introduction to Selling on Amazon 5 MINS
- ▶ How Selling on Amazon works 1 MINS
- ▶ Intro to listing products 3 MINS
- ▶ Intro to Product Safety and Compliance 5 MINS
- ▶ Manage your inventory 4 MINS
- ▶ Amazon detail page 1 MINS
- ▶ What makes a quality detail page? 3 MINS
- ▶ List Your First Handmade Product 3 MINS

## Advertise your products on Amazon

- ▶ Getting Started with Sponsored Products 4 MINS
- ▶ Use Both Automatic and Manual Targeting 4 MINS
- ▶ Understanding your Metrics 4 MINS

## How to fulfil your Amazon orders and manage performance

- ▶ Intro to Seller Fulfilled Shipping 3 MINS
- ▶ How FBA Works 1 MINS
- ▶ Preparing Products for FBA 4 MINS
- ▶ Sending your first shipment to Amazon 7 MINS
- ▶ Intro to Business Reports 2 MINS
- ▶ Managing your Seller performance on Amazon 1 MINS
- ▶ Maintaining a great performing Seller Account 8 MINS

## How to sell to even more customers on Amazon

- ▶ Introduction to Amazon Business 2 MINS
- ▶ How has Amazon Business helped you to reach more customers? 1 MINS
- ▶ VAT Calculation Service 3 MINS
- ▶ Business Price & Quantity Discounts: Manage Inventory 2 MINS
- ▶ Business-Only Offers 2 MINS
- ▶ Introduction to Launchpad 1 MINS

## How to establish your brand on Amazon

- ▶ Brand Registry - how to register your brand 2 MINS
- ▶ Create your Store 5 MINS
- ▶ What Are Sponsored Brands 2 MINS
- ▶ Getting Started with Sponsored Brands 5 MINS
- ▶ Using Sponsored Products with Sponsored Brands 4 MINS
- ▶ Amazon Stores with Sponsored Brands 2 MINS
- ▶ Best Practices for Sponsored Brands Ads 3 MINS
- ▶ Brand Transparency 2 MINS

## How to fulfil orders yourself with the Prime badge

- ▶ What is Seller Fulfilled Prime? 1 MINS
- ▶ Assign SKUs to your Prime Template 4 MINS
- ▶ Costs and fees 2 MINS
- ▶ How to handle shipping 3 MINS
- ▶ Returns process 3 MINS



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# 05. Amazon Seller Stories and Insights

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## Amazon: Seller Stories

- ▶ Seller Story: TRTL 2 MINS
- ▶ Seller Story: Nudies 2 MINS
- ▶ Seller Story: Royal & Awesome 2 MINS
- ▶ Seller Story: Highlander 1 MINS
- ▶ Seller Story: Second Nature 2 MINS
- ▶ Seller Story: Nire 2 MINS
- ▶ Seller Story: Torro Cases 2 MINS
- ▶ Seller Story: Easy Tots 2 MINS
- ▶ Seller Story: Kate Chesters Art 2 MINS
- ▶ Seller Story: Masumi Headwear 2 MINS
- ▶ Seller Story: The Light Factory 2 MINS
- ▶ Seller Story: Bluefin 1 MINS
- ▶ Seller Story: Portus Digital 2 MINS
- ▶ Seller Story: Coconut Merchant 2 MINS
- ▶ Seller Story: iQualtech 2 MINS
- ▶ Seller Story: Dock & Bay 2 MINS
- ▶ Seller Story: Naissance 2 MINS
- ▶ Seller Story: Free Soul 2 MINS
- ▶ Seller Story: Lavolio 2 MINS
- ▶ Seller Story: Manta Makes 2 MINS
- ▶ Seller Story: Dotty Fish 2 MINS
- ▶ Seller Story: Gamely 2 MINS
- ▶ Seller Story: Jacques of London 1 MINS
- ▶ Seller Story: Rock Star Academy 2 MINS
- ▶ Seller Story: Oypla 2 MINS

## Amazon Seller Insights

- ▶ Why and how did you start selling on Amazon? 1 MINS
- ▶ Seller Insights: Listings & Detail Pages 3 MINS
- ▶ Seller Insights: Advertising Campaigns 4 MINS
- ▶ Seller Insights: Deals 2 MINS
- ▶ Seller Insights: A+ Content 4 MINS
- ▶ Prime: How has Seller Fulfilled Prime (SFP) helped your business? 3 MINS
- ▶ Seller Insights: Amazon Business (Oypla) 2 MINS
- ▶ Seller Insights: Amazon Launchpad 3 MINS
- ▶ Seller Insights: Amazon Handmade 3 MINS
- ▶ Seller Insights: Amazon Lending 3 MINS



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# 06. Funding and money management

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## Raise start-up funds

- ▶ How much do you need to raise? 4 MINS
- ▶ Types of finance available: debt, equity, reward 4 MINS
- ▶ StartUp Loans, crowdfunding and venture capital 8 MINS
- ▶ Funding rounds and Equity 8 MINS

## Manage the books

- ▶ How to master invoicing 3 MINS
- ▶ How to produce a cashflow forecast 5 MINS
- ▶ Introduction to cloud accounting 7 MINS

## Advanced business finances

- ▶ Managing Cashflow 5 MINS
- ▶ Working Capital 7 MINS
- ▶ Raising Finance 11 MINS

## Growth funding

- ▶ Raising angel investment 8 MINS
- ▶ How to get funding: Raising equity or debt finance 8 MINS
- ▶ Other Legal Issues: trademarks, intellectual property and share options 8 MINS

## Manage cashflow

- ▶ Accounting for growth 9 MINS
- ▶ Building financial controls/processes into your business 12 MINS



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# 07. Hiring and growing a team

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## Hire a team

- ▶ Outsourcing vs Employing 5 MINS
- ▶ How to make your first hire and motivate a team 5 MINS
- ▶ Finding and assessing talent 6 MINS
- ▶ Employment contracts and wellbeing 6 MINS
- ▶ Managing and motivating a team 6 MINS
- ▶ Ensuring safe working conditions and health & safety compliant workplaces 6 MINS

## Growth mindset

- ▶ Producing a plan for growth 6 MINS
- ▶ Successfully collaborating with others 5 MINS
- ▶ Focus on what you do best and outsource the rest 2 MINS
- ▶ Productivity hacks for you and your team 6 MINS

## Scaling and managing a team

- ▶ Scaling up your team 5 MINS
- ▶ Managing the performance of your team 6 MINS
- ▶ Being an effective leader 6 MINS



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