

Training Title	Ecom MasterClass
Trainer	<i>Christian Lichaa</i>
Date & Time	Date: October 30, 2026 Time: 10:00 AM – 15:00 PM
Venue	Lebanese Training Center – Sanayeh, CCIAB Bldg. – 6 th Floor
Target Audience	Aspiring entrepreneurs with a product idea, or none yet, who want to sell online Small business owners who sell offline or only through Instagram and want a proper online store Students and young professionals looking for a side business Anyone curious about e-commerce with no prior experience in research, ads, or Shopify
Outline	Product Research Avatar & Market Research Practice 1: Product & Avatar Research with AI Root Cause & Solution Mechanism Product Development Alternative Solutions & Competitor Research Brand Road Map Ads: Concepts, Scripts & Creatives Practice 2: Writing Ad Hooks & Scripts Landing Page & Shopify Practice 3: Building a Product Page Media Buying Q&A

Learning Outcomes

- Find and evaluate a winning product
- Research their target customer using real sources and AI
- Identify the root cause of the customer's problem and the solution mechanism
- Develop a product and offer based on research
- Analyze alternative solutions, customer objections and competitors
- Build a brand road map
- Create ad concepts, hooks and scripts
- Build a high-converting product page on Shopify
- Launch and manage a Meta ad campaign