Building an Online Business

Select Your Learning Style

Facilitator-led 1 Day Program (Classroom)

OR

eLearning format (Self-paced)

Please refer to Pricing Page for cost per participant

The Internet has changed the way that we work, live, shop, and play. You can take advantage of this new way of doing business whether you want to set up a part-time venture or create the next million-dollar enterprise. This course will give you everything that you need to build a successful online business.

What Will Participants Learn?

- ✓ Define what an online business is
- ✓ Identify opportunities for an online business
- ✓ Find resources to support your business
- ✓ Create a business strategy that includes a business plan, budget, and marketing plan
- ✓ Begin setting up a website, mobile presence, and storefront with e-commerce support
- ✓ Decide whether or not your online business can benefit from joining an online marketplace
- ✓ Market your online business using social media and the Internet

What Topics are Covered?

- ✓ How Online Businesses Can Benefit You
- ✓ Laying the Groundwork
- ✓ Creating a Business Plan
- ✓ Breaking Down the Plan
- ✓ Building Your Online Business
- ✓ Internet Marketing Basics

What's Included in Your Learning Style?

- ✓ Self-paced eLearning OR
- ✓ Interactive class environment – Facilitator-Led

- ✓ Specialized course materials and resources
- ✓ Personalized certificate of completion