

Course URL: <https://internationalopenacademy.com/start-your-business>

Course Name: Start Your Business

Say goodbye to the 9-5 and shake hands with the satisfying and challenging world of running a business of your own

Course Features:

- This course offers you a wealth of knowledge and advice on all aspects of setting up and running a small, start-up business
- Firstly, you will explore your inner entrepreneur and recognize the skills and talents needed to make a success of running a business
- Then you will be introduced to marketing and be given a solid grounding on the basic principles of marketing plus really practical advice.
- You will find out all about setting up your business: the less exciting but necessary formalities around your business structure, business name, intellectual property, legal obligations and registering your business
- You'll discover what goes into running your business, such as budgets and cash flow, accounting and taxes
- You'll work on your business plan by studying the requirements for a business plan and where to find templates and samples to guide you to complete yours
- You'll be able to launch your business once you find out about the exciting elements of introducing your new venture to the world
- Throughout the course, you will see lots of real-life examples of our advice in action
- The easy-to-understand content is packed with inspiring material and workable ideas on all aspects of setting up and running a business
- Your course is accredited by the International Council for Online Educational Standards and CPD Certification Service
- Set your own pace of study because it is completely online and available on any device
- 12 months to start the course and 60 days to complete it once started
- Free PDF certificate provided upon completion

Course Breakdown:

Module 1: Preparation - Before You Start Your Business

- Self-assessment - Are you an entrepreneur?
- Market research and competition analysis
- Developing, assessing and testing your idea
- Funding - how to finance your business idea
- Where to look for help

Module 2: Preparation - Introduction To Marketing

- Income sources and pricing
- Marketing, advertising, promotion
- Building your marketing and sales strategy
- Make full use of technology

Module 3: Setting Up Your Business

- Your business structure
- Business name, brands and intellectual property
- Legislation/regulation/permissions
- Registering the business

Module 4: Running Your Business

- Budgets and cash flow
- Accounting, record keeping and taxes

- Business bank account and online banking
- Arranging finance
- Insurance
- Premises
- Home-based business
- Staff, motivation and training

Module 5: Business Plan

- What is a business plan and why do you need one?
- Sections in the business plan
- Where to access help to write your plan

Module 6: Launching Your Business

- Planning a successful business launch
- Time management and delegation
- Personal development
- Building your business network

Course URL: <https://internationalopenacademy.com/market-your-business-course>

Course Name: Market Your Business

Get your voice heard in a crowded marketplace. Attract the right clients and boost your business by following these lessons

Course Features:

- You will understand the theory and principles of marketing, and how you can best apply them to your business
- Know how to use the most up-to-date online marketing tools so you will stay ahead of your competition
- Find out how to reach the right customers and keep them
- Understand why market research is important, what's behind pricing your offer and much more
- You'll discover the essential components to include in a marketing plan and how to create one
- We'll show you clever and effective marketing techniques you can implement on a very small budget
- You will gain a good understanding on what makes a brand powerful and how to build yours
- Know how to fill your website with great content, maximize your SEO and the many benefits to incorporating a regular blog
- You'll find effective ways to use social media, how much it can do for your business, and it can be totally cost-free!
- Find ways to generate your own PR and advertising
- Learn what make a sales campaign successful and why it's a good marketing tool to inject zest into your bottom line
- By the end of the course, you'll have a solid understanding of marketing to make your business stand out and be outstanding!
- Your course is accredited by the International Council for Online Educational Standards and CPD Certification Service
- Set your own pace of study because it is completely online and available on any device
- 12 months to start the course and 60 days to complete it once started

- Free PDF certificate provided upon completion

Course Breakdown:

Module 1: Marketing

- What is marketing?
- Customers' needs and wants
- Marketing research
- Market research: what to look at and where to find it
- Segmentation
- Positioning
- The 4 Ps - Product, Price, Place, Promotion
- Three more Ps - People, Process, Physical environment
- Product development
- Pricing strategy
- Credit and payment terms
- Promotion channels

Module 2: Your Marketing Plan

- Why have a marketing plan?
- Essential components for a marketing plan
- Sample marketing plan

Module 3: Low-Cost Marketing Techniques

- Business image
- Increase your visibility in your community
- Referrals
- Build a mailing list
- Business networking

Module 4: Developing Your Brand

- Brand identity
- Differentiate
- Brand name and logo
- Building your brand personality
- Believe in your brand and your customers will too

Module 5: Your Website

- Why do you need a website?
- Setting up a website
- Creating good content
- The copy
- Search engine optimization, SEO
- Website analytics
- Benefits of blogging

Module 6: Social Media And Online Marketing

- What is online marketing?
- The power of social media
- Rules of engagement
- Prepare a social media marketing plan
- Manage your online presence
- How to be likeable on social media
- A picture is worth a thousand words
- Facebook
- LinkedIn
- Google + Business

- Twitter
- Blog
- YouTube
- Pinterest
- Skype
- Email marketing

Module 7: Public Relations And Advertising

- Look for PR opportunities
- Brainstorming
- Writing an effective press release
- Radio/Press interview
- Generate newsworthy ideas
- Advertising

Module 8: Sales

- Sales campaigns
- Your sales pitch
- Lead generation
- Pay per click advertising (PPC) and selling online

Course URL: <https://internationalopenacademy.com/fundraising-and-crowdfunding-management>

Course Name: Fundraising and Crowdfunding Management

Be part of the 37% who reach their fundraising goals by knowing how to create and launch a campaign to fund your projects and ideas

Course Features:

- Learn how to plan, create, launch, and market a crowdfunding campaign and kickstart your way to success in fundraising
- Know how to choose the best funding option for your project
- Find out how to select the right crowdfunding platform to boost your chances of success
- You will analyze your project to ensure that it's a good fit for crowdfunding
- You will understand and use market demand to your benefit
- See how to create quotes, goals, and timelines based on manufacturing information
- We will show you how to brand your product and create a sales pitch
- Find ways to market your project on social media and the web
- See how to build a network of interested consumers
- Then you will be able to create a buzz around your product
- You will know how marketing will boost the success and visibility of your campaign
- By the end of the course, you can launch a successful campaign or project
- Your course is accredited by the International Council for Online Educational Standards and CPD Certification Service
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Course Breakdown:

Module 1: Your Investor Options In Crowdsourcing Capital

- What is crowdfunding?

- Your guide to fundraising
- Investor alternatives to crowdfunding
- The requirements for a successful crowdfunding campaign
- A quick look at the top campaigns in recent years

Module 2: Understanding Market Dynamics And Demand

- Market demand
- Why statistics matter
- Making the cut
- Understanding manufacturing & production timelines
- Getting production quotes
- Doing your homework

Module 3: Business Planning For Crowdfunding & Fundraising

- Your responsibilities to your funders
- Your target audience
- The Jumpstart Our Business Startups (JOBS) Act (USA)
- Protecting your intellectual rights
- Calculating fundraising goals

Module 4: Marketing For Crowdfunding

- Creating the perfect pitch
- Branding your product
- Appealing to emotions
- The right media
- Share marketing
- Driving content media
- Creating a buzz
- It all starts with you

Module 5: Getting Started

- Creating content
- Preparing for the launch
- Building your network
- Fine-tuning your campaign
- Outreach and early engagement
- Adding value and authenticity
- Sharing your credentials
- Communicating with your funders

Course URL: <https://internationalopenacademy.com/business-pricing-strategies-course>

Course Name: Business Pricing Strategies

Never sell yourself short again! Learn the best pricing strategies, attract the right customers and get the price you deserve for your products and services

Course Features:

- This course will start you on the path to planning and executing a smart, future-focused price point to give your business a workable profit margin
- It will lead you through the best practices for pricing products and services for the purposes of establishing an initial market value
- You will learn how to monitor the market for trends, determine when a price adjustment is necessary, and maintain ongoing market research for applying to products and services

- You'll learn about the relationship between costs, profits, and pricing, determining the value of the product or service, and at what point in the process a price should be determined
- Find out about common pricing methods and the differences between pricing products and pricing services
- You'll study price adjustments including when to use a marketing strategy versus when to adjust price, and how to increase prices graciously
- Get to know future-minded practices including how to conduct ongoing market research and monitor the future of the market for the product or service in question
- By the end of the course, you'll have a clear idea of how to set the right price to attract your ideal customers
- Your course is accredited by the International Council for Online Educational Standards and CPD Certification Service
- Set your own pace of study because it is completely online and available on any device
- 12 months to start the course and 60 days to complete it once started
- Free PDF certificate provided upon completion

Course Breakdown:

Module 1: Considerations To Make When Pricing A Product

- 1.1: Costs, profits, and pricing: How are they connected?
- 1.2: When to set the price point
- 1.3: When to review the price point
- 1.4: Value-based pricing
- 1.5: The relationship between product and price

Module 2: Pricing Your Product

- 2.1 Market research for products
- 2.2: Cost-plus pricing
- 2.3: Demand pricing
- 2.4: Markup pricing
- 2.5: Profit margin and future planning

Module 3: Pricing Your Service

- 3.1: Market research for services
- 3.2: Determining hourly rates
- 3.3: Determining contract rates
- 3.4: Perceived value vs. profit margin

Module 4: Making Pricing Adjustments

- 4.1: How to analyze sales trends
- 4.2: When to make adjustments to price points (and when not to)
- 4.3: Promotions vs. price adjustments
- 4.4: Increasing price graciously

Module 5: Continuing Practices For Price

- 5.1: Ongoing market research
- 5.2: Maintaining a profit analysis system
- 5.3: Monitoring your market's future