

## PROF100: Building a Successful Business Using the Internet - Online Course

**Course Title:** PROF100: Building a Successful Business Using the Internet

**Instructional Methodology:** Course taught online, self-paced, with instructor-led sessions

**Course Length:** Access to program tools and instructor for one year

**Course Description:** **Building a Successful Business Using the Internet** provides an affordable e-commerce solution for all students, regardless of their age or prior Web knowledge and experience.

People from small and mid-sized businesses, as well as aspiring entrepreneurs, will learn how to do everything needed to create a new online business or improve an existing one. The focus on an income-generating outcome makes this course unique.

You will be provided with everything you'll need to get started, including software tools and the counsel of the instructor for one full year. This is not a theory-only course; you will be actively engaged in applied learning, working throughout the program to create a Web site, develop a high-profile business, and get your online enterprise up and running.

The online course will consist of weekly instructor-led sessions, which will help ensure that you steadily move forward and have ample opportunity to ask questions and participate in student forums. This combination of self-paced study and scheduled instructor-led sessions fits easily into a busy life.

### Course Outline

- Understanding “preselling” versus “selling” — the C-T-P-M (Content-Traffic-PREsell- Monetize) concept; success examples; entrepreneurship; accessing online resources
- Brainstorming business ideas — types of online businesses; entrepreneur/infopreneur; building on passion/hobby/experience
- Doing precise online market research — lateral and vertical brainstorming; analyzing supply and demand
- Selecting an effective domain name — unifying business concept; searching available names; registering
- Choosing an appropriate site look and feel — using standard and custom templates; starting and upgrading
- Develop original site content — outlining like a book; using online resources; studying competition; writing for site visitors
- Creating search-engine-friendly pages — analyzing page content; incorporating keywords; organizing content in tiers
- Incorporating pre-selling techniques — using email giveaways; offering downloadable e-books; offering free online courses
- Promoting the business in multiple ways — free search engine traffic plus directories; blogging; advertising; e-zines; relationships; joint ventures
- Implementing proven money-generating techniques — incorporating content-based ads; being an affiliate for other merchants' products/services