

## **Continuing Education Workshop Outline** **“Building A Successful Consulting Business Using The Internet”**

This workshop uses theory and proven practices to handhold consultants through all the steps of starting and operating an online service business.

By the end of the workshop, using the tools and materials included, consultants will have an operating Internet business. They will be able to nurture this business by applying the lessons learned during the workshop, and through the assistance of its professional after-workshop mentoring.

Using smart tools that do not require technical knowledge, the workshop takes consultants step-by-step through all the stages of developing an online service business.



**Prerequisite:** Ability to write simple text equivalent to an inter-office memo; burning desire to launch a small consulting business online, or to strengthen an existing one.

**Computers:** The Ooa provides computer-equipped classrooms. Consultants need a personal computer and Internet connection for assignments.

**Duration:** There are 10 workshops of 3 hours for a total of 30 hours. Consultants participate in the development of an online business case study, which becomes a hands-on example to guide their own business-building efforts.

**Workload:** Consultants are expected to attend every workshop and dedicate a minimum of two hours per week practicing and implementing what they've learned.

### **Content:**

1. Understand “PREselling” (vs. “selling”) -- the **Content** ➡ **Traffic** ➡ **PREsell** ➡ **Monetize** concept; success examples; entrepreneurship; accessing online resources.
2. Brainstorm business ideas -- types of online businesses; entrepreneur/infopreneur; building on passion/experience.
3. Conduct precise online market research -- lateral and vertical brainstorming; analyzing supply and demand.
4. Select an effective domain name -- unifying business concept; searching available names; registering.
5. Choose an appropriate site look and feel -- using standard and custom templates; starting and upgrading.
6. Develop original site content -- outlining like a book; using online resources; studying competition; writing for site visitors.
7. Create Search-Engine-friendly pages -- analyzing page content; incorporating keywords; organizing content in tiers.

8. Incorporate PREselling techniques -- using e-mail giveaways; offering downloadable e-books; offering free online services.
9. Promote the business in multiple ways -- free Search Engine traffic plus directories; blogging; advertising; e-zines; relationships; joint ventures.
10. Implement proven money-generating techniques -- incorporating content-based ads; being an affiliate for other consultants' products/services.

**Included Materials:**

The workshop includes: (1) a full set of integrated software tools, (2) complete online and downloadable reference materials, (3) several hours of instructional videos, and (4) online coaching.

The consultant uses all these materials during the workshop, for assignments and afterwards to create and operate an online service business.