

## GoForth Institute's 100 Essential Small Business Skills™ Program

Need to build your business skills? We've got you covered! We developed Canada's leading online entrepreneurship training program, used by over 10,000 Canadian entrepreneurs since 2009 to build their small business skills.

### HOW IT WORKS

GoForth Institute's 100 Essential Small Business Skills Training helps you develop business skills, at your own pace.

Through 30 instructional videos delivered online, we teach you the small business skills you're going to need to succeed in business - in less than 10 hours. Learn when and where it's convenient for you. We've also designed time-tested, award-winning additional resources to complement your online learning. GoForth's 500-page e-book, presentation slides, worksheets, and quizzes help you reinforce your business skills. Get one year unlimited access to all this and more.

For your annual membership, you'll get unlimited access to our online video training library. Each video is presented by a subject expert in marketing, law, accounting, finance, human resources, strategy, research, operations, and government compliance. All you need is a computer, tablet or a mobile phone to learn how to start and run a successful business. You can even email instructors anytime and have your specific questions answered.

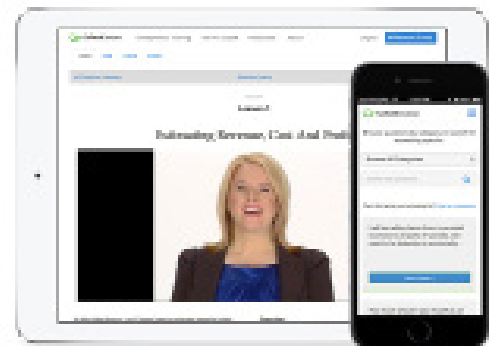


### WHY TAKE SMALL BUSINESS TRAINING?

Fewer than 50% of small businesses survive. Learn the skills to succeed.

It takes the right stuff to start and grow a successful business – the right product or service, timing, start-up capital, customers, location, and luck. Improve your business' odds of success by investing in GoForth's small business training.

Whether you're thinking about entrepreneurship, are in start-up, or have been in business for a while, GoForth's training is fast, comprehensive, affordable and convenient.





“I knew nothing about business when I started my company. GoForth’s training helped me build business skills FAST.”

- S. Daoust, owner, Sort-It-Out

## ENTREPRENEURSHIP TRAINING – ANYTIME, ANYWHERE!



- **What it takes** to be a successful entrepreneur
- **How to start up:** franchise, buy, start a family business, start your own
- **Run your business on paper first:** understand your market, industry and competition
- **How to estimate** sales, costs and profit drivers
- **Marketing essentials** like branding, proven marketing and social media strategies
- **How to pick the right location for your business** – retail, commercial or home-based
- **How to hire,** train, compensate and motivate employees
- **Legalities** – proprietorships, partnerships, corporations, intellectual property protection
- **Funding** – discover what banks are looking for, learn about angel and venture capital funds
- **Government compliance** – taxation, rules and regulations

## WHAT'S INCLUDED:

- Unlimited access to our video and resource libraries
- Thirty 20-minute training videos presented by experts in all subject areas
- Worksheets, lesson summaries and quizzes to complement your online learning
- GoForth’s 500 page e-book with tips, resources and business plan templates
- Email access to your instructors

**One-year unlimited access to Canada’s leading online small business training – only \$185 + taxes.**

To get the special a2p+ price of \$185, use Coupon Code: **A2P** when registering online.

Contact: according 2 plans+  
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