



START A BUSINESS COURSE

Instructor: Professor Stacks, MBA
Phone: 877.468.7466 ext. 1

Office Hours: By Appointment
Joseph.T.Stacks@rinoinvest.co

Course Description

Every successful business starts with an idea. Whether your goal is to build a better mousetrap or introduce the next great innovation, a business structure serves as both the launch pad and home base for your idea to take root and grow.

This course explains how to take a product or service from idea to reality. You'll discover why a business should exist as its own legal entity and explore the different types of partnerships and corporations to choose the best setup for your needs. You'll learn how to set up a budget and manage cash flow and tax payments for your new business.

You'll see how to set up a marketing campaign to leverage the power of social media to build your brand. We'll end with an overview of some best practices for human resources so that you can set up legally compliant personnel policies to attract and retain the best talent possible. Upon completion of the course, you'll have the knowledge and skills you need to set up your business and get to work!

Learning Goals

After completing this course, you will be able to:

- List the pros and cons of the most common types of business structures.
- Find small business resources within your community and online to advise and mentor you in setting up your business.
- Accurately estimate the costs, cashflow, burn rate, and net margins for your new business.
- Choose the best software to manage payables, receivables, payroll, and taxes, and create monthly, quarterly, and annual financial statements.
- Set sales goals and create a marketing plan to achieve your goals.
- Utilize social media apps to build your brand and create a following.
- Become familiar with local and national laws governing human resources to develop appropriate policies to attract, hire, and retain talent.
- Design a benefits package and pay structure that is competitive with other employers in your local area.

START A BUSINESS COURSE

Course Content

Lesson	Content	Evaluation
Lesson 1: Introduction	Welcome to Start a Business – Change the World	n/a
Lesson 2: Creating Your Business Service Strategy	Topics 1. My core business Principles, Mission & Vision 2. My Value Proposition and Unique Selling Point	1. Quiz 2. Quiz
Lesson 3: Types of Business Structures	Personal Ownership and Corporate or Limited Liability Ownership Structures	Test
Lesson 4: Setting Up Your Business	Topics 1. Your First Three Tasks 2. Small Business Resources	1. Quiz 2. n/a
Lesson 5: The Costs of Running a Business	Topics 1. Start-up Costs and Ongoing Expenses 2. Monthly, Quarterly, and Annual Expenses 3. Creating an Operating Budget	1. Quiz 2. n/a 3. Quiz
Lesson 6: Financing and Cash Flow	Topics 1. Basic financial terminology 2. Understanding Working Capital 3. Raising Capital	1. Quiz 2. Quiz 3. Quiz
Lesson 7: Your Ideal Client and Target Audience	Topics 1. Your Target Audience & Customers 2. Growing My Base	1. Quiz 2. Quiz
Lesson 8: It's All in the Marketing	Topics 1. Marketing Activities: Affiliate Marketing, Loyalty Clubs, Targeted Discounts 2. Social Media Marketing Tips 3. Building a Community of Supporters 4. How to Create a Marketing Plan for Your Business 5. Tracking Your Sales and Marketing Results	1. n/a 2. Quiz 3. n/a 4. Quiz 5. Quiz
Lesson 9: How to Become an Employer of Choice	Topics 1. Overview of Federal HR Regulations 2. Hiring and Managing Employees 3. Understanding Employee Benefits	1. Quiz 2. Quiz 3. Quiz
	FINAL EXAM – Covers Lessons 1 through 9	FINAL EXAM
Lesson 10: Course Consultation	Book Your Consultation with a RINO Financial Advisor	n/a
GRADUATION / COURSE COMPLETION		