

Business knowledge	Free Membership	Growth Membership	Coaching Membership
Setting up a new business			
Choosing your business structure (1 of 2)	✓	✓	✓
Choosing your business structure (2 of 2)		✓	✓
Defining your market opportunity		✓	✓
De-risking your start-up		✓	✓
Determining your distinctive competency		✓	✓
Developing a strong business model	✓	✓	✓
Developing new products and services on a shoestring		✓	✓
Developing your product description		✓	✓
Developing your value proposition		✓	✓
Five steps for digital start-up success		✓	✓
Four key legal issues when setting up a business		✓	✓
Four pillars of profitability in business	✓	✓	✓
Future growth of your new business		✓	✓
Identifying your competitive advantage		✓	✓
Managing your start-up team		✓	✓
Marketing mistakes to avoid when starting a new business		✓	✓
Refining your business idea	✓	✓	✓
Securing pre-orders		✓	✓
Starting a retail store (1 of 2)		✓	✓
Starting a retail store (2 of 2)		✓	✓
Start-up cash flow forecasting		✓	✓
The keys to start-up success (1 of 3)		✓	✓
The keys to start-up success (2 of 3)		✓	✓
The keys to start-up success (3 of 3)		✓	✓
Top 20 reasons why new businesses fail		✓	✓
Understanding your target customer		✓	✓
Validating and predicting demand		✓	✓
Business planning & operations			
Avoiding the founder trap		✓	✓
Branding your business		✓	✓
Building your business	✓	✓	✓
Business planning series (1 of 3)		✓	✓
Business planning series (2 of 3)		✓	✓
Business planning series (3 of 3)		✓	✓
Creating a research action plan			✓
Creating a sales budget (1 of 3)		✓	✓
Creating a sales budget (2 of 3)		✓	✓
Creating a sales budget (3 of 3)		✓	✓
Creating a successful operating system		✓	✓
Creating sales objectives and sales plans (1 of 5)		✓	✓
Creating sales objectives and sales plans (2 of 5)		✓	✓
Creating sales objectives and sales plans (3 of 5)		✓	✓
Creating sales objectives and sales plans (4 of 5)		✓	✓
Creating sales objectives and sales plans (5 of 5)		✓	✓
Distribution channel planning		✓	✓
Evaluating and improving sales performance (1 of 3)			✓
Evaluating and improving sales performance (2 of 3)			✓
Evaluating and improving sales performance (3 of 3)			✓
Identifying business opportunities		✓	✓
Mapping out business processes using SIPOC			✓
Planning sales operations	✓	✓	✓
Seven paths to growth	✓	✓	✓

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Sustainably growing your business (1 of 3)		✓	✓
Sustainably growing your business (2 of 3)		✓	✓
Sustainably growing your business (3 of 3)		✓	✓
Tips for outsourcing business tasks		✓	✓
Understanding the SWOT analysis		✓	✓
Attracting & retaining customers			
Build your brand, build your business (1 of 3)		✓	✓
Build your brand, build your business (2 of 3)		✓	✓
Build your brand, build your business (3 of 3)		✓	✓
Creating a sales process		✓	✓
Creating a sales script			✓
Customer buying process	✓	✓	✓
Developing a marketing strategy		✓	✓
Developing a promotional strategy		✓	✓
Inbound sales processes			✓
Increase sales through service delivery (1 of 3)	✓	✓	✓
Increase sales through service delivery (2 of 3)		✓	✓
Increase sales through service delivery (3 of 3)		✓	✓
Increasing sales through advertising (1 of 3)		✓	✓
Increasing sales through advertising (2 of 3)		✓	✓
Increasing sales through advertising (3 of 3)		✓	✓
Keeping existing customers happy		✓	✓
Local area marketing (1 of 2)		✓	✓
Local area marketing (2 of 2)		✓	✓
Marketing yourself in a crowded marketplace		✓	✓
Measuring and calculating customer loyalty		✓	✓
Recording your customer contact history		✓	✓
Retaining customers when competitors threaten (1 of 3)		✓	✓
Retaining customers when competitors threaten (2 of 3)		✓	✓
Retaining customers when competitors threaten (3 of 3)		✓	✓
Sponsorship and marketing		✓	✓
The importance of testimonials and the steps to obtaining them		✓	✓
Leveraging digital technology & services			
Amplify your content using social media			✓
Basic principles of branding online		✓	✓
Best practices for digital display ads		✓	✓
Developing a high converting landing page			✓
Developing a successful call-to-action (CTA)			✓
Developing a thank you page			✓
Facing up to Facebook			✓
Finding your customers on social media			✓
Getting online – let's just do it!	✓	✓	✓
Getting started with digital technology		✓	✓
Introduction to email marketing (1 of 3)		✓	✓
Introduction to email marketing (2 of 3)		✓	✓
Introduction to email marketing (3 of 3)		✓	✓
Key principles of social media marketing		✓	✓
Optimising your social media content		✓	✓
Social media without the hype	✓	✓	✓
The basics of blogging (1 of 6)		✓	✓
The basics of blogging (2 of 6)		✓	✓
The basics of blogging (3 of 6)		✓	✓
The basics of blogging (4 of 6)		✓	✓

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The basics of blogging (5 of 6)		✓	✓
The basics of blogging (6 of 6)		✓	✓
The online content creation process (1 of 5)		✓	✓
The online content creation process (2 of 5)		✓	✓
The online content creation process (3 of 5)		✓	✓
The online content creation process (4 of 5)		✓	✓
The online content creation process (5 of 5)		✓	✓
Understanding Search engine optimisation (SEO)		✓	✓
Using technology to improve efficiency with suppliers		✓	✓
Managing employees & suppliers			
9 core elements of an effective recruitment process		✓	✓
Aligning marketing and sales teams		✓	✓
Analysing team problems and creating solutions (1 of 2)		✓	✓
Analysing team problems and creating solutions (2 of 2)		✓	✓
Building good relationships with suppliers		✓	✓
Conducting a 360 degree feedback project delivery (1 of 9)		✓	✓
Conducting a 360 degree feedback project delivery (2 of 9)		✓	✓
Conducting a 360 degree feedback project delivery (3 of 9)			✓
Conducting a 360 degree feedback project delivery (4 of 9)			✓
Conducting a 360 degree feedback project delivery (5 of 9)			✓
Conducting a 360 degree feedback project delivery (6 of 9)			✓
Conducting a 360 degree feedback project delivery (7 of 9)			✓
Conducting a 360 degree feedback project delivery (8 of 9)			✓
Conducting a 360 degree feedback project delivery (9 of 9)			✓
Creating a work schedule		✓	✓
Creating an effective sales team (1 of 5)			✓
Creating an effective sales team (2 of 5)			✓
Creating an effective sales team (3 of 5)			✓
Creating an effective sales team (4 of 5)			✓
Creating an effective sales team (5 of 5)			✓
Developing service level agreements (SLAs) for suppliers		✓	✓
Directing a retail sales team (1 of 4)			✓
Directing a retail sales team (2 of 4)			✓
Directing a retail sales team (3 of 4)			✓
Directing a retail sales team (4 of 4)			✓
Ending supplier contracts		✓	✓
Getting quality service from your suppliers		✓	✓
Good-fit employees	✓	✓	✓
Helping your key suppliers	✓	✓	✓
Hiring your first employee (1 of 4)	✓	✓	✓
Hiring your first employee (2 of 4)		✓	✓
Hiring your first employee (3 of 4)		✓	✓
Hiring your first employee (4 of 4)		✓	✓
How to advertise for and recruit new employees		✓	✓
How to deal with difficult people		✓	✓
Keeping employees engaged		✓	✓
Process change management in teams		✓	✓
Receiving 360 degree feedback (1 of 5)			✓
Receiving 360 degree feedback (2 of 5)			✓
Receiving 360 degree feedback (3 of 5)			✓
Receiving 360 degree feedback (4 of 5)			✓
Receiving 360 degree feedback (5 of 5)			✓
Reviewing your suppliers' performance	✓	✓	✓

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Training your staff to sell		✓	✓
Understanding and managing conflict		✓	✓
Using technology to improve efficiency with suppliers		✓	✓
Managing cash flow & finance			
Applying for business finance (1 of 5)		✓	✓
Applying for business finance (2 of 5)		✓	✓
Applying for business finance (3 of 5)		✓	✓
Applying for business finance (4 of 5)		✓	✓
Applying for business finance (5 of 5)		✓	✓
Business funding (1 of 3)	✓	✓	✓
Business funding (2 of 3)		✓	✓
Business funding (3 of 3)		✓	✓
Cash flow forecasting (1 of 3)	✓	✓	✓
Cash flow forecasting (2 of 3)		✓	✓
Cash flow forecasting (3 of 3)		✓	✓
Choosing a business bank (1 of 2)		✓	✓
Choosing a business bank (2 of 2)		✓	✓
Free up cash in your business (1 of 3)		✓	✓
Free up cash in your business (2 of 3)		✓	✓
Free up cash in your business (3 of 3)		✓	✓
Interpreting key financial ratios	✓	✓	✓
Managing risks & legal requirements			
Choosing your business structure (1 of 2)	✓	✓	✓
Choosing your business structure (2 of 2)		✓	✓
Facing challenges		✓	✓
Fighting back from disaster (1 of 3)	✓	✓	✓
Fighting back from disaster (2 of 3)	✓	✓	✓
Fighting back from disaster (3 of 3)	✓	✓	✓
Four key legal issues when setting up a business		✓	✓
Legal marketing considerations for businesses		✓	✓
Protecting your tacit knowledge		✓	✓
Succession planning (1 of 3)		✓	✓
Succession planning (2 of 3)			✓
Succession planning (3 of 3)			✓
Buying or selling a business			
Buying a franchise vs an existing business	✓	✓	✓
Buying directly from a business owner			✓
How to choose a business broker		✓	✓
How to increase the value of your business		✓	✓
How to quickly evaluate a business			✓
Options for selling your business		✓	✓
Overcoming the four biggest barriers to sale		✓	✓
Process for finding and buying a small business	✓	✓	✓
Professional advisers to contact when selling a business		✓	✓
Selling your business (1 of 4)		✓	✓
Selling your business (2 of 4)		✓	✓
Selling your business (3 of 4)			✓
Selling your business (4 of 4)			✓
What are the biggest mistakes for first time buyers		✓	✓
What's for sale and where else can I find businesses	✓	✓	✓
Working with a business broker			✓