

*“Man is so made that whenever anything fires his soul, impossibilities vanish.”*

*-- Jean de la Fontaine*

### What is the **Youth Entrepreneurs Project**?

It is a proposed initiative to give motivated high school students an opportunity to build their own Internet business and apply their newly acquired skills to help local businesses improve results.

Students, sponsored by local businesses, will attend 10 weeks of classes held in supporting schools. Upon completion of training students will assist the sponsoring business develop/implement a plan for improving business results using the Internet.



### Course Overview

This course uses theory and proven practices to handhold students through all the steps of starting and operating an online business. By the end of the course, using the tools and materials included, students will have an operating Internet business, which they'll be able to nurture using lessons learned during the course.

### Course Prerequisite

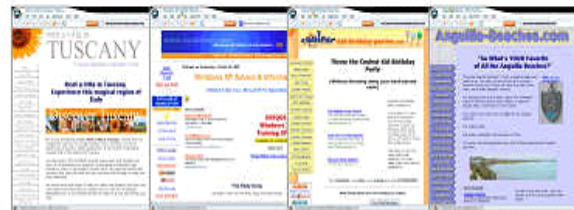
Ability to write simple text documents; burning desire to launch a home or small business online, or to strengthen an existing one.

### Course Content

1. Understanding pre-selling versus selling - the C-T-P-M concept; success examples, entrepreneurship; accessing online resources.
2. Brainstorming business ideas - types of online businesses; entrepreneur/infopreneur; building on passion/hobby/experience
3. Do precise online market research - lateral and vertical brainstorming, analyze supply and demand.
4. Select an effective domain name - a unifying business concept; searching available names; register a domain.

Today's Goal

Find Your Best Site Concept



5. Choose an appropriate site look and feel - use standard and custom templates; start and upgrade look and feel.
6. Develop original site content - outlining it like a book; use online resources; study competition, write for site visitors.
7. Create search-engine-friendly pages - analyzing page content; incorporate keywords; organize content into tiers.

8. Incorporate reselling techniques - use email giveaways; offer downloadable books; offer free online courses.

9. Promote the business in multiple ways - free search engine traffic plus directories; belonging; advertising, ezines, RSS feeds; relationships, joint ventures.

10. Implement proven money-generating techniques - incorporate content-based ads, be an affiliate for others' products/services; etc.

### Included Materials

The training course includes: (1) a full set of integrated software tools, (2) complete



online and downloadable reference materials and (3) several hours of instructional videos. The student uses all these materials during the course, for homework assignments and afterwards to create and operate an online business

### How much does the Program cost?

■ Internet tools one year subscription - \$300 provided by sponsoring company

■ Computers and classrooms

- provided by supporting schools

■ Teachers

- graduates from local Technical college course

The real cost of this proposed project should be measured in terms of what businesses lose if they do not remain competitive. The Internet is NOT a passing fad. It continues to grow and become an increasingly integral part of our lives. It's an absolute must for current and prospective business owners to get a clear understanding of how it all works and how to benefit. **Youth Entrepreneurs** can help!



## Youth Entrepreneurs Project

Get Your Internet Diploma



Find out how you can become a part of this initiative at

[www.Best-Managers-Training.com/4-u](http://www.Best-Managers-Training.com/4-u)

Needed:

- Motivated students
- Supporting schools
- Trained teachers
- Sponsoring companies
- Community involvement

*“Do not neglect the gift that is in you.”*

- 1 Timothy 4:14

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## Building a Successful Business Using the Internet



Coming soon to a school near you

From



and

