

Steps to Starting Your Business

an online course on starting a business



Congratulations! You're starting your own business. There's a lot to it. This course will walk you through the process, step-by-step. It's a three-phase course. **Phase one** is getting your business set up. **Phase two** is developing good business practices. **Phase three** is marketing. Much of this course is devoted to making sure you're taking all the business tax deductions available to you. You're under no obligation to pay any more in taxes than you have to.

What you get:

Online Course (52 chapters)



Self-paced course covering setup, developing good business practices, and marketing.

Weekly Email Assignments



Each email has links to content, support, and a checklist.

A Web Site



You get a web site and instruction on how to build it and drive traffic to it.

Unlimited Coaching Support



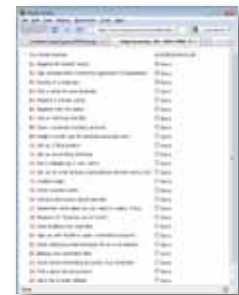
Online coaching support through an online community bulletin board where students are encouraged to be active.

Video Tutorials



Many lessons come with video demonstrations.

Checklists to track progress



Each student receives an online checklist to track progress.

“ This course has saved me hundreds of hours. And getting organized has let me take tax deductions I would have let slip through my fingers. Thank you for getting me on the right track so quickly!! -S. Branson ”

The Course Curriculum



Getting Your Business Set Up

- Home Based Businesses
- Business Reality Check
- Naming Your Business
- Domain Name Considerations
- Registering with the State
- City and County Permits
- IRS Tax ID Number (EIN)
- Business Checking Account
- Local Permits and Requirements
- Business Credit Card
- Receipt Filing System
- Setting up Accounting Software



Developing Good Business Practices



- Keeping a Car Mileage Log
- Using Strong Passwords
- Backing Up Your Data
- Dealing with Spam
- Creating PDF Files
- Setting up a Business Email Account
- Accepting Credit Cards
- Collecting Sales Tax
- Customer Service
- Managing Your Time
- Employee Benefits
- Voicemail Services
- Fax Services
- Business Use of Home Deductions
- Selecting a Tax Accountant
- Finding Legal Help
- Tax Deductions you might miss
- Business Insurance



Marketing

- Understanding Graphics
- Creating a Logo
- Business Cards
- Networking
- Search Engine Optimization
- Building a Web Site
- Link Popularity
- Newsletters
- Pay-Per-Click Advertising
- Media Buying
- The Art of Selling
- Printing Marketing Materials
- Social Networking
- Two Things Your Marketing Must Do
- Article Marketing
- Cross Promoting with Another Business
- Press Releases
- YouTube as a Marketing Tool
- Co-op Advertising
- Affiliate Marketing
- Viral Marketing
- Using HTML
- Your Local Chamber of Commerce
- Marketing to Service Organizations
- Creating a Community

Reasons To Register

1. This course will **save you hundreds of hours** of trying to figure things out for yourself.
2. This is the only course that **proactively emails you** weekly with a new chapter/assignment. (Or you can do the course self-paced.)
3. Learn to **take all the business tax deductions** legally available to you. Money is hard enough to make without giving the IRS more than you need to.
4. This is the only course that **includes a web site** for free and lessons on how to build and maintain your site.
5. This is the only course with an **online community** bulletin board for support.



Cost

\$29/month for 12 months *OR* \$199 one time fee

How To Register

**Visit www.steps-to-starting-your-business.com
or call 800-654-2002
The course will start the same day you register.**

I look forward to meeting you in class.

Scott See
Founder

www.steps-to-starting-your-business.com

About The Founder



My name is Scott See and I created Steps-To-Starting-Your-Business to help others overcome obstacles to starting a business. I have worked in advertising, sales, marketing, and/or business consulting since 1984. After receiving my M.B.A. in Marketing from Fordham University, I worked as the Co-Op Advertising Manager for

Rolex Watch, U.S.A. for seven years. My next job was the Executive Director for a national trade association in which capacity I consulted manufacturers and retailers on advertising and marketing. I have been a business owner since 1991 and have helped countless businesses with startup or marketing issues through the years. I consider your success my personal responsibility.

A handwritten signature in cursive script that reads "Scott See".

Scott See