

“Finally. Small business skills training that suits my entrepreneur lifestyle. Thanks GoForth.”

— S. Daoust, owner, Niche Redesign, Calgary



Need to build your business skills fast? We've got you covered!

Discover Canada's leading online entrepreneurship training program, used by over 10,000 Canadian entrepreneurs since 2009 to build their small business skills. We designed our program to work with your schedule. Got 20 minutes? Got five minutes? You can learn critical, practical business tools in the time it takes to enjoy a cup of coffee.

Why should you take small business training?

Fewer than 50% of small businesses survive.

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.

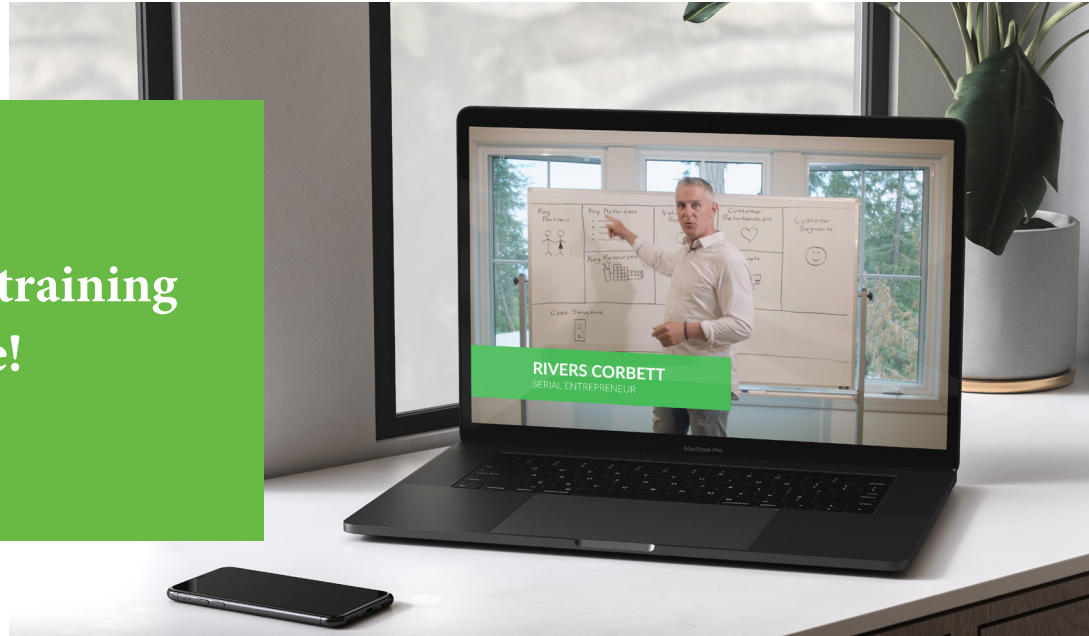
How does it work?

GoForth Institute's 100 Essential Small Business Skills™ training helps you build business skills. Through a series of short online videos, we teach you the small business skills you need to succeed. In a fraction of the time it would take you to attend traditional business classes, you can develop key skills that can improve your odds of success. Learn when and where it's convenient for you. Our training fits your busy entrepreneur lifestyle.

We've also designed time-tested, award-winning extra cool stuff to complement your online learning. GoForth's 650-page e-book, exercises, worksheets, and quizzes help you reinforce your business skills throughout your entrepreneurship journey. Get one year unlimited access to all this and more.

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

**Entrepreneurship training
anytime, anywhere!**



What you'll learn

- What it takes to be a successful entrepreneur
- How to start up: franchise, buy, start a family business, start your own
- About your ideal customer, market, industry and competition
- How to develop a value proposition, and business model that work
- 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
- About employing people - 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
- About social entrepreneurship and how to improve the world around you

What's included:

- Unlimited access to our video education centre
- Seventy short training videos presented by experts in all subject areas
- Worksheets, exercises and quizzes to complement your online learning
- GoForth's 650 page e-book with tips, resources and business plan templates
- Email access to your instructors

Join GoForth's community of online entrepreneurship learners today.
Visit goforthinstitute.com to get started now.

One-year
unlimited access to
Canada's leading online small
business training –

only \$195
+ taxes