

Launching Your Online Business

by David Lantz

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Course Syllabus

Course Title: Launching Your Online Business
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COURSE DESCRIPTION

“Launching Your Online Business” is a course designed to help you successfully execute an ecommerce business strategy. Many people invest hundreds, if not thousands, of dollars in a website, yet never make back their investment. They fail to generate revenue-producing traffic because they do not have a long range plan to help them achieve their goals. This course will show you how to develop an e-business plan that leverages the power of the Network Economy. We'll look at practical ways to create a business plan, market your online business, launch your website, and identify online tools to help you develop and maintain your e-business.

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TOPICS AND OBJECTIVES

Lesson 1: Bringing Value to a Networked World

- How the Internet Changes Business Transactions.
- Value Proposition
- The Network Economy
- Virtual Communities
- Business/Revenue Model
- Trends Impacting Business

Lesson 2: Building a Plan for your Online Business

- What is a Business Model
- Creating a Business Plan
- Identify Trends affecting Your Business
- Industry Market Research

Lesson 3: Marketing Your Online Business

- Develop a Distinctive Business Focus
- Identify Your Revenue Model
- Integrate Content and Communication
- Create a Marketing Strategy

Lesson 4: Preparing to Launch Your Online Business

- Review your Business Plan
- Website Launch Check List
- Setting Up your Website
- Order Fulfillment
- Budgeting for Your Site

Lesson 5: Identifying Tools to Build Your Online Business

- Complimentary Web Authoring Tools
- Marketing Tools
- Novelty/Value Added Tools
- Content Aggregation Tools
- Affiliate Tools

COURSE MATERIALS

1. Each lesson will have an accompanying power point presentation that you can download.
2. A business plan outline is provided to help the student begin his or her business plan upon completion of the course.
3. A report providing a weblink to all of the websites discussed in the five lesson course.
4. A complimentary copy of my ebook, "Finding Community: Creating Connections on the Frontier of Online Ministry," is provided upon completion of the course.