

**“GoForth taught me what I needed to know to turn my hobby business into a bigger business - and I watched a video lesson when it was convenient for me.”**

- S. Daoust, owner, Sort-It-Out



Every day, over 100 rural businesses are started in Canada – but five years later only 33 of those businesses will still be around. Improve your odds of success with small business education from GoForth Institute.

GoForth Institute is proud to deliver vital small business and entrepreneurship education to our rural entrepreneurs, along with Community Futures organizations, in support of rural economic growth and diversification. GoForth delivers Canada’s leading online education for entrepreneurs so you can learn in the comfort of your home or office. Whether you’re thinking about starting a small business, are in the start-up phase, or have been in business for a while, we offer training that’s fast, comprehensive, affordable and convenient.

### **Entrepreneurship education that’s truly barrier-free**

At GoForth Institute, we’re entrepreneurs too and we know time is precious when you’re running a small business. So we launched Canada’s first online business training program! Learn GoForth Institute’s 100 Essential Small Business Skills™ in 10 web video modules. Each module is delivered by an expert in their area of business – marketing, law, accounting, finance, human resources, strategy, research operations and government compliance. All you need is a computer to learn how to start and run a business – anytime, anywhere – even in your pyjamas!

Each module contains three 20 minute video lessons, so in the time it takes you to finish your cup of coffee, you’ll have learned several important small business skills. With each lesson you can download PowerPoint™ slides, lesson summaries, resource materials exercises and quizzes to reinforce your skills – fast. You can even email a GoForth instructor and have your questions answered.

### **By entrepreneurs for entrepreneurs**

Over 200 of Canada’s most successful entrepreneurs helped us create our innovative, comprehensive small business training program. We teach you what you need to know to run a great small business. We regularly update our web videos to make sure you get the leading thought and practice in small business management today and every day.

***Visit the Community Futures office nearest you to learn more about GoForth’s education for entrepreneurs.***





Over 400 pages of course material, resources, exercises, business plan templates and more.  
 Sold separately - \$75 + taxes and shipping.



### What you'll learn:

- Is entrepreneurship for you? Learn what it takes to be successful.
- Paths to business ownership – franchise, buy, start a family business, start your own
- Do your homework first – understand your market, industry and competition before you start
- How much will I make? – understand revenue, costs and profit drivers
- Small business marketing essentials – learn brand, market and low-cost social media solutions
- Learn to pick the right location for your business – retail, commercial and home-based
- Great people, great business – learn to hire, train, compensate and motivate employees
- Operations – learn to deliver the best product or service you possibly can
- Legalities – proprietorships, partnerships, corporations, intellectual property protection and more
- Get funded – discover what the banks are looking for, learn about angel and venture capital funding
- Government compliance – learn how to stay in business and stay out of trouble
- Get GoForth Institute's Workbook – over 400 pages of essential small business information, resources and exercises to help you develop your business skills.

10 Hours of Online Education for Entrepreneurs is \$295.00 plus taxes.

### What's included:

- **Ten modules, thirty lessons, 20 minutes each**
- **Lessons presented by expert entrepreneur-instructors**
- **Worksheets, lesson summaries and other materials to complement your online learning**
- **Email access to your instructors**
- **The ability to view each lesson up to three times**
- **Just 10 hours in total**

