

PRINT YOUR NAME: _____

Entrepreneurs Business Skill Training Academy

Starting and growing a new small business in 2021

Must Attend at least 4 webinars and the last two required

Week One	Week Two	Week Three	Week Four	Week Five	Required	Required
Start	Business	Marketing	Find Cust.	Cash flow	Week Six	Week Seven
Business	Plan	Plan	Customers	Finance	Forecast	Taxes
					Bookkeep	Sales
					Quiz	Award

Certificates will be presented to attendees who attended at least 4 total seminars and including # 6 & # 7 and complete this quiz.

- We need 5 each. Now list the 3 types of marketable profit centers.
1. _____ 2. _____ 3. _____
- Business Plan helps us avoid pitfalls, unexpected expenses & tells us w___ l____.
- G. Goose Marketing Plan helps us select target customers & tells us w___ n____.
- We should feed our database with customer’s email addresses and use it to send out continuous _____.
- The best way to find customers is to H____ T____ F____ Us.
- The 2 most important pages at our web sites are the _____ and _____
- Which sales strategy is more likely to improve cash flow, profits and repeat business?
“Take it or leave it.” Or “Let’s negotiate & talk about how we can help you own it.”
- 8. Our business cannot be all things to all people. However, it must be E_____ to S_____ People. Those folks will become our RFCs.

9. To “stack profits” and enjoy big ticket sales, up-sales and cross sales, learn to use the important 3 passwords often: B _____ T_____ W_____.
10. Our toughest competition that keep us from making business progress are the distraction in our daily lives. For progress, we must start changing and setting new p_____.
11. The best 1,2,3 punch marketing tools to help customers find you are
1. M _____ web page
 2. R _____ F _____ C _____ and Continuous P _____
 3. G _____ m _____ B _____
12. Who motivates others? An A _____ P _____
- 13 It’s not how many times you are knocked down that counts. It’s how well you k _____ g _____ u _____ that really matters.
14. Will your legacy be that of a” Taker” or a G _____?”
15. Can you FORECAST in advance how offers will be made during a Future negotiation? _____yes _____no
16. TRUE _____ or FALSE _____
 Having a list of Frequently Asked Questions and really good answers will help A business owner:
- Improve self-confidence.
 - Train new employees
 - Show web shoppers that you are trying to help them.

