

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	<b>Required</b>	<b>Required</b>
Start	Business	Marketing	Find Cust.	Cash flow	<b>Week Six</b>	<b>Week Seven</b>
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.

