



Start Your Own eLearning or Training Business: Your Step-By-Step Guide to Success (StartUp Series)

The Staff of Entrepreneur Media, Ciree Linsenmann

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Possibly credited to advancements in technology or learning behaviors, or a rise in focus on personal development, the education and training industry is steadily growing, creating a demand for eager entrepreneurs. Exploring varied opportunities aspiring business owners will be given business ideas, teaching and training methods, and an overview of essential tools. A range of industry examples will be given for accreditation, certifications, and credit; adding training onto an existing business as side income; how to sell media/training tools; how much to charge clients; start up costs; software types used; the legal obligations around taxes, business registration, working from home, and content confidentiality; and growth planning and writing a business plan.

Relevant and fun call-outs, tip boxes, industry stats, an index, and a rich appendix and glossary will be provided. Appendix will offer resources in continued learning and rounded training for trainers; industry organizations and trade groups; books and eBooks; videos; software; websites; successful online trainers and online education institutions; consultants; and certification organizations.

Teaching methods and tools will cover videos; eBooks; interactive software types; college sponsored staff training for college instructors; hardware, camera, video, sound equipment; online group forums; online events; choosing the right presentation style and linking to appropriate social media sites; and networking presentations.

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