

## WI MONDAY – A NEW WAY OF THINKING

### **AM: How to Start a Business for Free**

It has never been more possible to start a business in a risk and debt-free way. Let us show you a new way of thinking...

### **PM: The Quickest Way to Start a Business**

A business built on greed is destined to fail. A business built on passion will never tire and will launch quickly and effectively when you're doing what you love.

## WI TUESDAY – SALES & MARKETING

### **AM: Marketing: Promoting Your Business**

You have to focus on who your customer is and what appeals to them. What would grab their attention, get them acting and more importantly: buying.

### **PM: Sales: Growing Your Business**

You've found your customers, now you have to sell. The key is to keep your customers coming back, keeping customers is so much easier than finding new ones.

## WI WEDNESDAY – WEBSITE WEDNESDAY

### **AM: How to Build a Website for Free**

Using free web-builders can level-up your business with a powerful, yet simple website that your customers can use to see and purchase your product or service.

### **PM: How to Take Payments Online**

By setting up a free PayPal button on your webpage, customers can actually give you money and spend their cash with you online without you having to lift a finger.

## WI THURSDAY – SOCIAL MEDIA

### **AM: Where are your Customers Online?**

There are so many different social media platforms and your customers are there waiting for you! Building relationships before asking for the sale is the key to building trust upfront.

### **PM: Using Social Media to Find Customers**

Now you know what platforms your customers are using, you need to use the right keywords and tools, so you can find the accounts that will be interested in your business.

## WI FRIDAY – THE LEGAL STUFF

### **AM: Rebel's Guide To The Legal Stuff**

When setting up your business, you need to consider what business structure works best for you, how to manage your accounts and tax. It's going to be fun... We promise.

### **PM: Early Finish**

It's Friday! (Day finishes at 13:00)

## W2 MONDAY – WORK SMARTER, NOT HARDER

### AM: Staying Motivated and Building Confidence

Build your confidence as much as you do your business. We all need a motivation boost from time to time. By using our tips your business will be able to thrive whether it's Friday afternoon or Monday morning.

### PM: How to Keep Your Customers Coming Back

Customers buy from people they know, like and trust. By building a relationship with your customers, they are much more likely to come back and recommend your business or services to their friends and family.

## W2 TUESDAY – LEVEL UP YOUR SKILLS

### AM: How to Pitch and Present Your Business

Your business needs to do exactly what it says on the tin. Your pitch is critical to your success. It helps you to excite, excite and sell your business to yourself, your friends, family and complete strangers.

### PM: How to Eat a Frog and Get Stuff Done

Life begins outside your comfort zone. Are you hungry? Eating frogs may be hard to do but by getting the difficult stuff over with, the rest of your day is free to make progress. Are we still talking about frogs?

## W2 WEDNESDAY – WEBSITE WEDNESDAY – SEO

### AM: How to Drive Traffic to Your Website

If you build it, who will come? How do you get people to view your masterpiece? Using a range of tools, you have to work to find your customers and put your business in front of them.

### PM: Getting Your Website on Google (SEO)

What is a Keyword and where should you stick it? There is a hidden part of websites that not everyone knows about. This is where you add your keywords / phrases so that Google can talk to your website.

## W2 THURSDAY – MAKE A CHANGE

### AM: The Rebel Guide to Networking Effectively

You don't get what you deserve, you get what you ask for. Networking. It's not as scary as it sounds. We've 'hacked' networking, so you can get the most out of conversations to build relationships and your business.

### PM: Forming Habits and Creating a Lasting Community

Business is a team sport. With the course starting to wrap up, now is the time to make the most of the network in the room and plan what comes next.

## W2 FRIDAY – MAKE YOUR MOVE

### AM: Negotiation: How to Get What You Want

The more you give the more that comes back to you. Many people never ask for what they want, they never negotiate for it. By simply asking for what you want, you'd be surprised how far you can get.

### PM: The 12 Rebel Principles

Graduation and Early Finish! (13:00)