

Business Boot Camp

Three nights over three weeks!!!

Want an online store?

Not sure how it all works?

Want to be
your own boss?

shop@

Looking for
extra income?

Have a great idea but don't know where to start?

Last year over \$22 Trillion was spent globally on retail ecommerce sales.

Course Dates:

Thursday 22nd of February
1st and 8th of March
From 9.30am to 12.30pm

Venue:

Illawarra ITeC
1-5 Miller Street, Coniston

Cost:

\$70 per workshop
\$165 for all three workshops

This three week boot camp will walk you through from concept, to building an online store, to getting your first sale. Each attendee will be provided with a comprehensive workbook and access to video tutorials along with an action plan and checklists to be completed before the next workshop.

For more information see back of flyer.

Illawarra
>> ITeC <<



Australian Government



Business

AUSTRALIAN SMALL BUSINESS
ADVISORY SERVICES PROGRAMME

Delivered by AusIndustry™

Contact ITeC to find out more!
Illawarra ITeC 1 - 5 Miller Street, Coniston 2500
Phone: 02 4223 3100 or Email: itec@illawarraitec.com.au

Find Us On



Week One - The Foundation

Becoming an online retailer is no longer just for the big companies. Do you love your cat? Why not sell cat products? Passionate about makeup, sell beauty products. Using the internet, people can now access the same manufactures and sell products just like the big retailers.

Week One will teach you the fundamentals of creating an online store using the drop shipping or wholesale methods. From discovering great products and knowing if they'll sell, setting up your shop and social media platforms to finding where your potential customers are.

Topics will include:

- Researching products and trends to sell online
- Difference between drop shipping vs wholesaling and what's best for you?
- Introducing and discovering manufactures online and how to tips on finding good ones?
- Building the foundation of your store including:
 - How to Register your domain name
 - How to register your business
- Finding your brand identity with logos and themes
 - Getting ready to building your store
 - Themes
 - Payment gateways (Paypal, etc)
 - Social media

Week Two - Building Your Empire

With the foundation set, Week Two is about the building. The workshop will start with a review of week one and then straight into the hands-on creation of your online store using the Shopify platform. Learn how to set-up your store, importing products and using the right settings for tax, shipping, etc

The workshop will focus on not just the HOW but teach the WHY and WHAT as well. Topics will include writing the best product descriptions to get noticed, optimising layouts, and understanding the customer experience.

Topics will include:

- Creating your online store using Shopify
- Importing products into your store
- Understanding layout
- Learn how to write compelling products descriptions and images

Week Three - Ready, Set, GO

The foundation is laid, and the store is built....now what? This final week is all about getting your first (and many more) customers. The focus will be on promoting your store on the internet and customer engagement. From understanding content marketing, Facebook Ads, using social media channels for selling to Analytics and SEO, this workshop will provide the basic tools and knowledge on how to engage your potential customers.

Topics will include:

- Learning what is content marketing and why it matters
- Learning about online marketing through social media
- Discovering tools and methods on how to engage with your customers
- How to optimise the customer experience
- Get customers to buy from your store (and actions if they're not)