Internet Entrepreneur Accelerator Program

Course Outline

Amazon's market capitalization has surpassed that of Walmart, Costco, Target, Macy's and Kohl's combined. The power of bringing a business online to reach a worldwide audience is up to the imagination.

Combined with the pervasive usage of social media and its cost effective marketing prowess, individuals can now launch business ideas online profitably, creating streams of long-term passive income.

The 2-day **Internet Entrepreneur Accelerator Program (IEAP)** course aims to arm you with the skills and knowledge to launch your online businesses through the **5-Step IEAP Framework**. Hands-on practises are the focus of the course, a Laptop computer is required, broadband connection will be provided at the venue.

Topics covered:

- ✓ 5-Step IEAP Framework
    1. Identify a profitable niche market – niche market can be tapped from your interest, hobby, passion, job, reading etc.
    2. Market Research
        a. source for products (physical products, information products, training packages, affiliate products, drop shipping)
        b. who are the target audience, which countries to target
        c. audience insights (demographics and interests), keyword research
    3. Web Presence

a. Website – learn how to build a website using WordPress
b. Facebook Page
c. YouTube channel

4. Marketing Approach – with your website presence, how do you create awareness, drive traffic to your website, increase the number of followers to your FB page, instagram? How do you engage your audience with contents (blog articles, images & videos), build your brand, your subject matter authority and finally how do you convert (sell them something)? Various skills will be taught: (i) Organic traffic through Search Engine Optimization (SEO), Authority Site through content blogging; (ii) Paid Ads through Search Engine Marketing (Google Adwords) and Facebook Marketing

5. Automate with email marketing, introduce Autoresponder, Aweber, Leadpages and Clickfunnel.

✓ Review process and results with Google Analytics, Facebook Analytics
✓ Managing digital assets: graphics design (www.canva.com), video marketing (Ripl mobile app, Reevio), Copywriting and Blog writing skills
✓ Case studies : a Blogging Website using SEO and blogging content, a Drop shipping website using FB marketing, a affiliate marketing website using Adwords
✓ How to be resourceful, and outsource tasks you don't like or not good at

At the end of the Course, you would

+ Have identified some niche market ideas
+ Know how to conduct market research
+ Know how to build a website, FB page
+ Have learned online marketing techniques through SEO or paid ads
+ Know how to automate the sales funnel

IEAP provides the following post-course support:

- Closed Facebook group community for students
- Regular student gatherings to share advanced
- Two 1-to-1 progress reviews
- Business ideas collaboration