

Allied PRO Business 101 Course

Allied Pro Business 101: 1-Day Entrepreneur Essentials Course

This intensive 1-day course is designed for aspiring entrepreneurs and business owners who want to understand the foundational principles of starting and growing a business. Whether you're launching a beauty brand, a wellness studio, or any other small business, this course covers the essential aspects of business strategy, marketing, and management to help you build a strong and sustainable business.

Course Overview:

Morning Session: Introduction to Business Fundamentals

- **Business Planning & Strategy:**
 - Understanding the key components of a successful business plan
 - How to identify your target market and define your unique selling proposition (USP)
 - Setting achievable short-term and long-term business goals
- **Financial Basics:**
 - Introduction to budgeting, pricing, and cost management
 - How to set profitable pricing structures for products and services
 - Understanding cash flow and managing business expenses

Afternoon Session: Marketing & Operations

- **Building Your Brand:**
 - Creating a strong brand identity (logo, color scheme, brand messaging)
 - How to establish your brand presence both online and offline
- **Marketing Strategies for Small Businesses:**
 - Introduction to digital marketing: social media, email marketing, and SEO
 - Low-cost marketing tactics for small businesses to increase visibility
 - How to generate leads and turn them into loyal customers
- **Business Operations & Management:**
 - Overview of daily operations, managing time, and workflow
 - Essential tools and systems for efficient business management (CRM, scheduling, invoicing)
 - Managing customer service and building strong client relationships

End of Day: Action Plan & Next Steps

- **Creating Your Action Plan:**
 - How to set your business up for success in the first 30, 60, and 90 days

- Identifying key actions to take immediately after the course
- **Q&A and Networking:**
 - Open floor for questions and discussion
 - Networking with fellow participants

Course Features:

- **Duration:** 1 Day
- **Mode:** Available both online and in-person
- **Materials Provided:** Course workbook, templates for business planning, marketing strategies, and resource list
- **Support:** Follow-up support available for post-course inquiries

Ideal For:

- Aspiring entrepreneurs or small business owners
- Beauty professionals, wellness practitioners, and anyone looking to launch or grow their own business
- Individuals wanting to strengthen their business knowledge and take actionable steps toward success

By the end of this 1-day course, you will have a clear roadmap for starting or improving your business, equipped with essential tools and strategies to build a solid foundation and start taking steps toward long-term growth and success.