

Supplementary Resources for Course 1 Workbook

Module 1: Understanding the Online Business Landscape

Lesson 1.1: What is an Online Business?

1. Article: "Which Online Business Model is Right for You?"

Link: <https://www.shopify.com/blog/online-business-models>

2. Guide: "How to Choose a Profitable Business Model"

Link: <https://www.oberlo.com/blog/business-model>

Lesson 1.2: Current Trends in the Online Business World

1. Google Trends Tool

Link: <https://trends.google.com>

2. Industry Report: "The Future of E-commerce and Online Business"

Link: <https://www.statista.com/topics/871/online-shopping>

Lesson 1.3: Advantages & Challenges of Starting an Online Business at 45+

1. Case Study: "Entrepreneurs Over 45 Who Built Successful Businesses"

Link: <https://www.entrepreneur.com/article/332366>

2. Article: "Overcoming Common Challenges for Older Entrepreneurs"

Link:

<https://www.forbes.com/sites/nextavenue/2018/07/16/the-biggest-challenges-older-entrepreneurs-face/?sh=7a5a3fe0260d>

Module 2: Defining Your Business Idea

Lesson 2.1: Identifying Your Strengths, Passions, and Skills

1. Tool: StrengthsFinder or VIA Character Strengths Assessment

Link: <https://www.viacharacter.org/survey/account/register>

2. Guide: "Combining Passion and Skill for Business Success"

Link: <https://www.success.com/7-ways-to-turn-your-passion-into-a-career>

Lesson 2.2: Market Research 101

1. Google Trends Tool

Link: <https://trends.google.com>

2. Competitor Analysis Tools: SimilarWeb, Ubersuggest

Link: <https://www.similarweb.com>

Link: <https://neilpatel.com/ubersuggest/>

Lesson 2.3: Narrowing Down to a Profitable Niche

1. Guide: "How to Choose a Profitable Niche"

Link: <https://www.oberlo.com/blog/how-to-find-a-niche-market>

2. Keyword Research Tools: Ubersuggest, Ahrefs

Link: <https://neilpatel.com/ubersuggest>

Link: <https://ahrefs.com/>

Module 3: Setting Goals & Developing a Success Mindset

Lesson 3.1: Overcoming Fear and Building Confidence at 45+

1. Article: "How to Overcome Fear in Entrepreneurship"

Link: <https://www.entrepreneur.com/article/251328>

2. Video: "Confidence Tips for Entrepreneurs Over 45"

Link: <https://www.youtube.com/watch?v=Z4j0DW6rnuE>

Lesson 3.2: SMART Goal Setting for Entrepreneurs

1. SMART Goal Setting Templates

Link: <https://www.smartsheet.com/free-smart-goal-setting-templates>

2. Goal Tracking Tools: Trello, Asana

Link: <https://trello.com>

Link: <https://asana.com>

Lesson 3.3: Developing a Resilient Entrepreneurial Mindset

1. Podcast: "Building Resilience as an Entrepreneur"

Link:

<https://podcasts.apple.com/us/podcast/resilient-entrepreneurs-with-kirsten-graham/id1578991451>

2. Book: "Mindset" by Carol Dweck

Link: <https://www.amazon.com/Mindset-Psychology-Carol-S-Dweck/dp/0345472322>