

Course 1: Laying the Foundation for Your Online Business

Introduction

Welcome to Course 1 of your online business journey. By the end of this course, you will have a solid understanding of the online business landscape, a defined business idea, and the right mindset to start your business. This workbook will help you apply the lessons and concepts from the course, and give you actionable steps to build your foundation.

Module 1: Understanding the Online Business Landscape

Lesson 1.1: What is an Online Business?

In this lesson, you will explore the various types of online businesses and determine which business model aligns with your skills and interests.

Exercise: Exploring Online Business Models

Instructions:

1. Research one example of each online business model (E-commerce, Affiliate Marketing, Digital Products, Services).
2. For each model, describe how the business operates, and list one advantage and one challenge.

Action Step: Identify Your Best-Fit Model

Write a paragraph explaining why you believe a specific business model is the best fit for you.

Supplementary Resources

1. Article: 'Which Online Business Model is Right for You?'
2. Guide: 'How to Choose a Profitable Business Model'