

**“GoForth taught me what I needed to know to turn my hobby business into a bigger business - and I watched a video lesson when it was convenient for me.”**

- S. Daoust, owner, Sort-It-Out



Every day, over 100 rural businesses are started in Canada – but five years later only 33 of those businesses will have survived. Improve your odds of success with small business education from GoForth Institute.

GoForth Institute is proud to deliver vital small business and entrepreneurship education to our rural entrepreneurs, along with Community Futures organizations, in support of rural economic growth and diversification. GoForth delivers Canada's first and only national entrepreneurship education program conveniently online so you can learn in the comfort of your home or office. Whether you're thinking about starting a small business, are in the start-up phase, or have been in business for a while, we offer training that's fast, comprehensive, affordable and convenient.

### **Entrepreneurship education that's truly barrier-free**

At GoForth Institute, we're entrepreneurs too and we know time is precious when you're running a small business. So we launched Canada's first integrated online business training! Learn GoForth Institute's 100 Essential Small Business Skills™ in 10 web video modules. Each module is delivered by an expert in their area of business – marketing, law, accounting, finance, human resources, strategy, research operations and government compliance. All you need is a computer to learn how to start and run a business – anytime, anywhere – even in your pyjamas!

Each module contains three 20 minute video lessons, so in the time it takes you to finish your cup of coffee, you'll have learned several important small business skills. With each lesson you can download PowerPoint™ slides, lesson summaries, resource materials and exercises to reinforce your skills – fast. You can even email a GoForth instructor and have your questions answered.

### **By entrepreneurs for entrepreneurs**

Over 200 of Canada's most successful entrepreneurs helped us create our innovative, comprehensive small business training program. We teach you what you need to know to run a great small business. We regularly update our web videos to make sure you get the leading thought and practice in small business management today and every day.

***Visit your local Community Futures office to learn more about our education for entrepreneurs.***





10 Hours of Web  
Video Education is  
\$295.00 plus taxes.



## What you'll learn:

- Is entrepreneurship for you? Learn what it takes to be successful.
- Paths to business ownership – franchise, buy, start a family business, start your own
- Do your homework first – understand your market, industry and competition before you start
- How much will I make? – understand revenue, costs and profit drivers
- Small business marketing essentials – learn brand, market and low-cost social media solutions
- Learn to pick the right location for your business – retail, commercial and home-based
- Great people, great business – learn to hire, train, compensate and motivate employees
- Operations – learn to deliver the best product or service you possibly can
- Legalities – proprietorships, partnerships, corporations, intellectual property protection and more
- Get funded – discover what the banks are looking for, learn about angel and venture capital funding
- Government compliance – learn how to stay in business and stay out of trouble
- Get GoForth Institute's Workbook – over 300 pages of essential small business information, resources and exercises to help you develop your business skills.

## Canadian entrepreneurship facts:

- **Nearly one half of all small businesses close within two years of start-up in Canada.**
- **80% of Canada's business establishments have fewer than four employees.**
- **The contribution of small firms (< 50 employees) to Canada's GDP (Gross Domestic Product) has increased from 23% in 2003 to 26% in 2007.**
- **In March 2009, there were 921,600 self-employed women in Canada, or 35% of the total self-employed in Canada - the highest proportion of female self-employed in the world. The annual growth rate for self-employed women since 1976 has been 3.1% higher than the annual growth rate for self-employed men.**
- **Over five million of Canada's 11 million workers are employed by small businesses, or 48% of the total labour force in the private sector.**

(Source: Industry Canada)

