

Creating Your Digital Business

Evaluation: Rubric will follow. This is the culminating activity for the course. It will be worth 30% of your final mark! DUE DATE: TBD

The purpose of this assignment is to provide you with an opportunity to learn the overall steps and details involved in starting an online business specifically in edupreneurship. By completing this task, you will demonstrate the skills necessary to start and launch a successful online business.

Your digital business will consist of:

Part A: Website (powered by Thinkific)

- A webpage explaining your program/course
- What will your prospects learn? What results can they expect? FAQ?
- Organized and clear
- Landing/Sales page

Part B: An online digital program (1 course)

- This is your information product
- Clear topic
- Engaging lessons

Part C: A lead magnet (Created on a website page in Thinkific)

- A free resource of value for your prospects in exchange for their e-mail address
- This can be a downloadable PDF or mini training
- Create a separate page using Thinkific and link your lead magnet to your landing page

Part D: Marketing & Launch

- Use the webinar launch method
- Create 5 Step planning process
- Create irresistible offer
- Launch day outline/schedule

Part E: Accounting (only for BAT4M students)

- Create a balance sheet and projected income statement for your online business
- Consider all expenses such as advertising, website hosting, etc.
- What assets and/or liabilities would an online business have?

Submission

- You will submit your work via Brightspace
- Copy and paste the website link
- Have a completed Landing page
- Have a completed lead magnet page that links from your home page
- You must include your launch plan (5 step planning process) via document or PDF
- Include your irresistible offer at the end of your launch plan
- Include your Balance Sheet & Projected Income Statement (BAT4M Students only)