

# **The Languages Business Toolbox**

## **Course Overview**

### **Unit 1: Getting Started**

1. Starting points
2. Structuring your business
3. Defining your ideal client
4. Mindset

### **Unit 2: Practicalities**

1. Designing a course
2. Dealing with money
3. Essential paperwork

### **Unit 3: Marketing**

1. General Marketing Technique
2. 35 days of Social media ideas
3. 12 weeks to launch your business

### **Unit 4: Developing your business**

1. Ideas to scale
2. Increasing retention

Delivered by videos, audios and workbooks