



C108 - Start Your Own Business with Natural Health Consultant 290 Hours

Start Your Own Business

Overview

Would you love to be your own boss? Do you have a great idea for a business, but just don't know where to begin? Let us help you get started! Our in-depth course can provide you with a comprehensive introduction on how to start your own business. This is your chance to take that exciting first step toward a new career as an entrepreneur!

Do you have an idea to start your own internet business, or start your own home business? This course is an excellent starting point in learning the fundamentals every entrepreneur should understand and employ.

Our detailed start your own business course offers instruction on a number of business topics, including:

- Entrepreneurial skills
- Home business success
- Types of available small businesses
- The ingredients of a business plan
- Marketing and research
- Small business management
- Managerial accounting
- Budget planning

Outline

Start Your Own Business Module 1

Being an Entrepreneur

- Starting Your Business
- What Is an Entrepreneur?
- Opportunity Recognition
- Characteristics of the Successful Entrepreneur
- Income Statements: The Entrepreneur's Scorecard
- Return on Investment
- Inventions and Product Development
- Financing Strategy: Borrow or Sell?



Start Your Own Business Module 2

Choosing a Business

- Selecting Your Business
- The Power of Positive Thinking
- The costs of Starting and Operating a Business
- What Is Marketing?
- Advertising and Publicity
- Cost/Benefit Analysis
- Market Research
- Basic Business Plan Review

Start Your Own Business Module 3

Running a Successful Business

- Running a Business Successfully
- Your Competitive Advantage: Tactics and Strategies
- Keeping Good Records
- Negotiation
- Consumer Analysis
- Developing Your Marketing Mix
- Sole Proprietorships and Partnerships
- The Production/Distribution Chain
- Technology and Your Business

Start Your Own Business Module 4

Intermediate Business Skills

- Business Communication
- Product Quality
- Cash Flow
- From the Wholesaler's to the Trade Fair
- Trade Fair Financials
- Principles of Successful Personal Selling
- Protecting Your Intellectual Property
- Intermediate Business Plan Review

Start Your Own Business Module 5

Growing Your Business

- What You Need to Know to Grow
- Small Business and Government
- Supply and Demand
- Break-Even Analysis
- Understanding Stocks
- Math Tips to Help You Sell and Negotiate
- The Advanced Sales Call



- Franchising and Licensing: Capitalizing on Your Brand

Start Your Own Business Module 6

Advanced Business Skills

- Dealing with Contracts
- Raising Capital: Other People's Money
- Venture Capital
- Taxation for the Entrepreneur
- Corporations: Limiting Liability
- Putting the Right Management Team in Place
- Bonds and Other Debt-Based Financing Strategies
- Insurance and Other Operating Costs

Start Your Own Business Module 7

Business Ethics & Social Responsibility

- Manufacturing: From Idea to Product
- Future and Present Value of Money
- Ethical Business Behavior
- Building Good Personal and Business Credit
- The Balance Sheet: A Snapshot of Your Business
- Socially Responsible Business and Philanthropy
- Building Lifelong Financial Relationships
- Advanced Business Plan Review

Natural Health Consultant

Overview

Do you have an interest in natural health? Many people have an interest in the natural health field, but aren't sure where to start to learn more about a career in natural health. Let us help you take that first step in learning more about homeopathic remedies, herbal medicine, natural health remedies, and other natural health topics.

Whether you are interested in learning more about a career in natural health or want to learn how homeopathic remedies could be a part of your family's life, this natural health distance learning course is for you!

We offer an in-depth look at a number of natural health topics for a homeopathic lifestyle and/or career including:

- A wellness perspective
- Coping with illness



- Natural ways to digestive health
- Origins of homeopathy
- Preparing and finding a remedy
- Principal homeopathic remedies
- Herbal remedies
- Herbal remedies in the home
- Health counseling
- Strategies, skills and concepts for health counseling

Outline

Natural Health Consultant Module 1

Overview of Natural Health:

- History of Naturopathy
- Principles of Ayurveda
- Traditional Chinese Medicine
- History of Folk Medicine
- Understanding Aromatherapy
- Bach Flower Remedies
- Vitamins and Minerals in Food
- How Nutritional Medicine Works
- What is Detoxification?
- pH Testing - Acid and Alkaline Balance

Natural Health Consultant Module 2

Natural Ways to Digestive Health:

- What does the gastroenterologist do?
- Keys to oral hygiene
- Function of the esophagus
- Observations of an emotional stomach
- Irritable bowel syndrome
- Food intolerance and sensitivity
- Probiotic supplements
- Alternative treatments for gastrointestinal problems
- The food enzyme concept
- Gallbladders and gallstones

Natural Health Consultant Module 3

Homeopathy:



- Origins of homeopathy
- Preparing and finding a remedy
- Visiting a practitioner
- Guide to the “Materia Medica”
- Principal homeopathic remedies
- Repertory index
- The home medicine chest

Natural Health Consultant Module 4

Herbal Remedies:

- Herbs in the holistic context
- The gathering and preparation of herbs
- The chemistry of herbs
- Anti-microbials
- Diaphoretics; anthelmintics
- Treating infections and infestations
- Herbal remedies in the home
- Individual profiles of herbs
- Herbs for use with each system of the body

Natural Health Consultant Module 5

Health Coaching & Counseling:

- Enhancing physical health
- The counselor’s contribution
- Strategies, skills and concepts for health counseling
- Weight control; smoking cessation
- Drug and alcohol abuse
- Exercise motivation
- Sleep difficulties
- Sexual health
- Chronic pain
- Coping with illness
- A wellness perspective