



The Answer Is Yes – Overview of the Business Builders Program

Executive Summary:

The Answer Is Yes offers the **Business Builders Program**, a unique opportunity for retirees, entrepreneurs, and individuals seeking financial independence to create their own businesses, selling online training and services to local businesses. Unlike traditional franchise models that require large initial investments and ongoing fees, our program provides the freedom and flexibility to operate independently while benefiting from a proven platform and extensive support network. With the growing demand for business education and online training, this program is designed to tap into a lucrative market, allowing participants to build a profitable business with low overheads and no ongoing franchise fees.

Business Overview:

The Business Builders Program allows participants to establish their own business by:

- **Selling online training courses** to local businesses through the www.answerisyes.com.au platform.
- Offering **additional services** such as marketing, web design, and business development consulting to enhance the value they provide to their clients.
- Providing **education and training** in key areas such as HR, WHS (Work Health and Safety), business systems, personal development, and business development.

Participants will earn **20-35% of all sales** generated through the platform, and there are no ongoing fees, only the **cost of goods sold**.

Market Opportunity:

The global business education and training industry is experiencing rapid growth due to increasing demand for upskilling and digital transformation. More businesses are turning to online courses for staff development and training in various fields. In Australia alone, the market for online education has been expanding, with both small and large companies seeking accessible and cost-effective training solutions.

With **The Answer Is Yes** platform, you are not limited to your local area and can sell training courses to businesses across Australia and beyond. Additionally, the ability to offer value-added services like marketing, web design and SEO services increases the revenue potential and client retention.

Target Market:

- **Local small to medium-sized businesses:** Many of these businesses are seeking cost-effective training solutions to improve their operations and develop their staff.
- **Entrepreneurs and sole traders:** Individuals looking to upskill themselves or their teams in business practices.

- **Regional businesses:** Often underserved by traditional educational services, regional businesses are a prime market for accessible online training.
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Program Benefits:

1. **Low Entry Cost:** For a one-time fee of USD 35,000, you will receive everything you need to launch your business. Including full access to **The Answer Is Yes** platform and resources. Your own website is branded to you.
 2. **No Ongoing Fees:** Unlike franchises that require ongoing royalty payments, participants keep more of what they earn. The only additional costs are for goods sold.
 3. **Flexibility:** Participants can work from anywhere in Australia and even take advantage of travel opportunities by making business-related trips tax deductible.
 4. **High Earning Potential:** With a commission structure that provides **20-35%** of all sales, participants have the opportunity to generate substantial income by selling training courses. In addition, you can sell 100% of your services. Services that we train you to perform.
 5. **Support and Guidance:** You are supported every step of the way for the first 12 months while you establish your business. With guidance on how to market and sell training courses, as well as offering additional services like marketing and web design.
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Revenue Model:

- **Initial Investment:** \$35,000 for full business setup.
 - **Ongoing Revenue:** Participants earn 20-35% on all sales made through the platform. Based on average course pricing and demand, this provides significant earning potential.
 - **Additional Services:** Offering marketing, web design, and other business services creates additional income streams and strengthens client relationships.
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Marketing Strategy:

The marketing plan for the Business Builders Program will focus on:

- **Targeted Outreach to Retirees and Entrepreneurs:** Digital ads, webinars, and targeted campaigns will be developed to reach retirees and entrepreneurs looking for income-generating opportunities.
- **Leveraging the Growing Online Education Trend:** Marketing will emphasise the growing demand for online business training and the flexibility of the program to sell beyond local areas.
- **Referral Program:** Introduce a referral program to encourage current participants to refer new business builders.

Tactics:

- **Digital Advertising:** Run targeted social media and Google ads to reach potential participants.
 - **Content Marketing:** Blog posts, case studies, and success stories highlighting the benefits of the Business Builders Program.
 - **Partnerships:** Collaborate with business associations and entrepreneur networks to promote the program.
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Sales Strategy:

- **Direct Sales:** Conduct direct sales outreach to local businesses in various industries, pitching the benefits of online training and additional services.
 - **Partnerships with Local Chambers of Commerce:** Build relationships with local chambers to promote the platform as a solution for business training needs.
 - **Networking Events:** Attend business expos and events to connect with potential clients and showcase the courses and services offered.
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Financial Projections:

- **Year 1:**
 - Initial business setup for \$35,000.
 - Expected revenue from course sales and services: \$50,000 - \$100,000 based on local business engagement and additional service offerings. (However, there are no guarantees as it is based on your efforts).
 - **Year 2:**
 - Continued growth through client retention and expansion into new areas: \$100,000 - \$200,000.
 - **Year 3:**
 - Potential to double revenue as brand awareness increases and the business gains more clients: \$200,000+.
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Conclusion:

The **Business Builders Program** is an innovative, low-risk opportunity for individuals to establish a business with high earning potential in the growing online education and training sector. With no ongoing franchise fees and the flexibility to work from anywhere, participants can create a lucrative income stream while offering valuable services to local and regional businesses. With comprehensive

support from **The Answer Is Yes**, participants will be empowered to grow their businesses and become go-to resources in their communities for business education and training.