

MONEYONLINERS

# **BUSINESS ACADEMY**

LESSON 20 WORKBOOK

## **Marketing Your Business**

Module 3 - Building Your Business

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Lesson 20: Marketing Your Business

## Lesson Summary

### Learning goal

Choose practical marketing channels and create a focused plan for attracting qualified customers.

### Key ideas to remember

|     |                                                                   |
|-----|-------------------------------------------------------------------|
| [ ] | Explain the central idea behind marketing your business.          |
| [ ] | Connect the lesson to a real business decision or situation.      |
| [ ] | Identify one risk, mistake, or weak assumption to avoid.          |
| [ ] | Choose one practical action to apply after completing the lesson. |

### My three most important notes

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# Knowledge Check

Answer without copying the lesson. Use your own examples where possible.

1. In your own words, what does marketing your business mean?

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2. Why is this topic important for a new or growing business?

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3. What is one example of this lesson being applied well?

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4. What is one common mistake connected to this topic?

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5. What information would you need before making a decision in this area?

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## Practical Exercise

Apply the lesson to a real business, a business idea, or a realistic practice example.

|                           |  |
|---------------------------|--|
| <b>Business or idea</b>   |  |
| <b>Customer or market</b> |  |
| <b>Current situation</b>  |  |
| <b>Main opportunity</b>   |  |
| <b>Main risk</b>          |  |
| <b>Decision to make</b>   |  |

## Your analysis and recommended solution

# Reflection Journal

Use this page to think honestly about your current knowledge, habits, and decisions.

1. What part of this lesson changed or strengthened your thinking?

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2. Where are you currently making assumptions instead of using evidence?

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3. What would success look like after applying this lesson for 30 days?

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4. Who could give you useful feedback on this decision?

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# 7-Day Action Plan

Convert learning into one focused week of practical progress.

| Day | Action                                                           | Completed |
|-----|------------------------------------------------------------------|-----------|
| 1   | Review your lesson notes and select one priority.                | [ ]       |
| 2   | Gather the information needed to make a better decision.         | [ ]       |
| 3   | Create a first draft, plan, checklist, or calculation.           | [ ]       |
| 4   | Ask one knowledgeable person or potential customer for feedback. | [ ]       |
| 5   | Improve your work using the feedback received.                   | [ ]       |
| 6   | Test one small version in a realistic setting.                   | [ ]       |
| 7   | Record the result and decide the next step.                      | [ ]       |

## My measurable result for this week

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# Resources and Next Steps

## Official academy page

<https://moneyonliners.com/business-academy/>

## Useful resources to prepare

|     |                                                                |
|-----|----------------------------------------------------------------|
| [ ] | A notebook or digital document for business planning.          |
| [ ] | A simple spreadsheet for costs, revenue, or research findings. |
| [ ] | Customer questions, feedback, or interview notes.              |
| [ ] | A weekly calendar with protected implementation time.          |
| [ ] | A folder for your completed Business Academy workbooks.        |

## Next lesson

Lesson 21: Customer Service Excellence

<https://moneyonliners.com/customer-service-excellence/>

## Final commitment

The one action I commit to completing next is:

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MoneyOnliners practical learning standard: understand, apply, review, improve.