Start Your Own e-Learning Business: Your Step-By-Step Guide to Success (StartUp Series)

Mike Hogan

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In the Information Age, the personal computer is becoming as pervasive as the telephone and television. It accesses vast stores of constantly changing information and the ability to navigate it and the Internet has become a professional necessity for a majority of white and blue collar jobs. And the key to opening that doorway is computer-based learning—"e-learning." Using computers for education and training, an industry that barely existed a decade ago, is a fast-growing business opportunity for enterprising people who enjoy helping others learn and who are comfortable with computers. Start Your Own e-Learning Business shows you how to become the person people turn to when they need to catch up on essential skills and knowledge. This guide covers the vast selection of roles you can choose from, including: • Teaching businesses computer basics, management techniques, or programming skills • Publishing guides to help employees understand their firm's software • Producing interactive content that explains products to customers • Creating Web sites to help students do their homework or seniors hone their Internet skills • Providing content, marketing help, or tech services for other e-learning firms • Brokering classes, recruiting students, or reselling CD-based courses for other businesses

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