

# Are you looking for an eCourse on Marketing? Entrepreneur By Design launches new E- Course for Small Business Calgary

*The most successful small business owners and entrepreneurs are always boosting their marketing skills. Even if you are long past your startup days..*

CALGARY, ALBERTA, CANADA, January 13, 2020 /EINPresswire.com/ -- The most successful small business owners and entrepreneurs are always boosting their marketing skills. Even if you are long past your startup days, or have a marketing team in place it is essential to have knowledge in every area of your business. This, of course, includes both offline and online marketing strategies.

A good [eCourse on marketing](#) will help decision-makers in both marketing and non-marketing positions build a solid business foundation. This begins with getting really clear on your business vision, mission, goals, and objectives.

Next, you need to focus on developing your ideal client profile. Understanding who your ideal client is helps you craft a message that speaks directly to the people whose problems you can solve. A good eCourse on marketing will also help you determine what makes you unique. This is an important step because it helps you differentiate your course from the competition.

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After completing the Marketing By Design Ecourse, I have a better grasp on how to communicate to my ideal clients which is much more fruitful than the less targeted approach...”

*Rebecca G.*

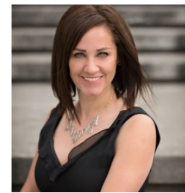
After you have your ideal client and USP completed it is time to jump into the multitude of both offline and online lead generation strategies. This will help position your product or service.

An eCourse on marketing should also include templates and plans to help keep you on track. These plans must include numerous metrics to test and measure the strategies you have chosen to put in place.

Lastly and most importantly a great eCourse on marketing should have an accountability aspect.

Accountability is such a huge part of business, especially when you are the sole owner. It's important to find someone to help hold you accountable. When you do this, you'll move forward

## About the Founder and the Story Behind Entrepreneur By Design



**WENDY FEDORUK**  
Founder and CEO | Business Consultant

Wendy Fedoruk



## Entrepreneur By Design

Education is important. Action is essential

Entrepreneur By Design - Education is Important, Action is Essential

faster than you imagined possible. It's far too easy to make excuses when you only have to answer to yourself. Having an accountability buddy increases the likelihood of actually following through and completing your goals! Your accountability buddy will motivate you, call you out and push you to take the next step toward growth. They can often see what you're really capable of and will inspire you to go the extra mile. A good accountability business buddy will help you foster a positive mindset and can become an essential part of your personal and professional growth. Essentially they help you to become the best version of yourself.

Testimonial:

"After completing the Marketing By Design Ecourse, I have a better grasp on how to communicate to my ideal clients which is much more fruitful than the less targeted approach I was using in the past. Committing to the course forced me to carve out time to update my marketing plan. It's an inspiring ongoing process and I am excited about pursuing new business for the first time in a long time. I had to set aside the time to complete the course but the cost of time and money has been easily re-covered by the new business that was generated."

Rebecca G, Financial Planner

Summary: A great eCourse on marketing will be skill-based and will focus on the practical aspects of marketing your small business. So get down to it and chose a program that will help you reach your goals.

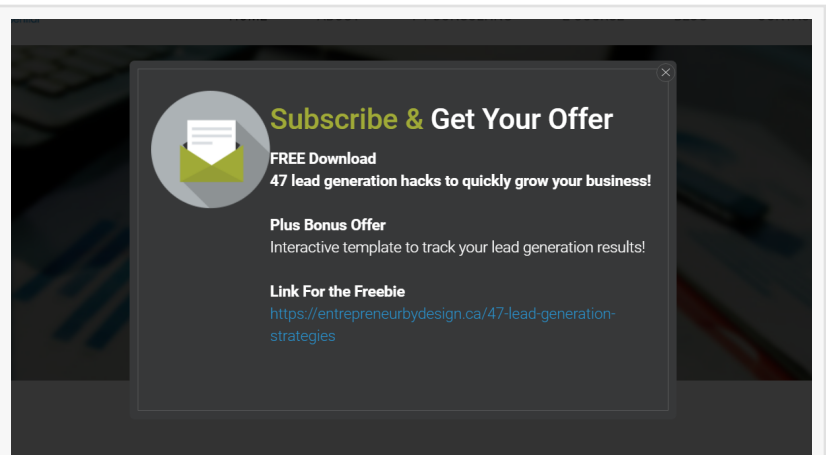
Contact: [www.entrepreneurbydesign.ca](http://www.entrepreneurbydesign.ca)  
Wendy Fedoruk - Entrepreneur By Design

Just Released: Marketing By Design eCourse

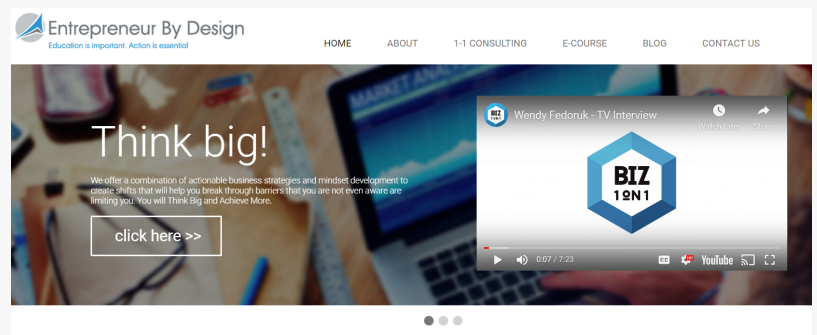
Create a Customized Lead Generation Roadmap That Will Bring in the CASH and GROW Your Business!

<https://www.entrepreneurbydesignacademy.com/p/marketingbydesign>

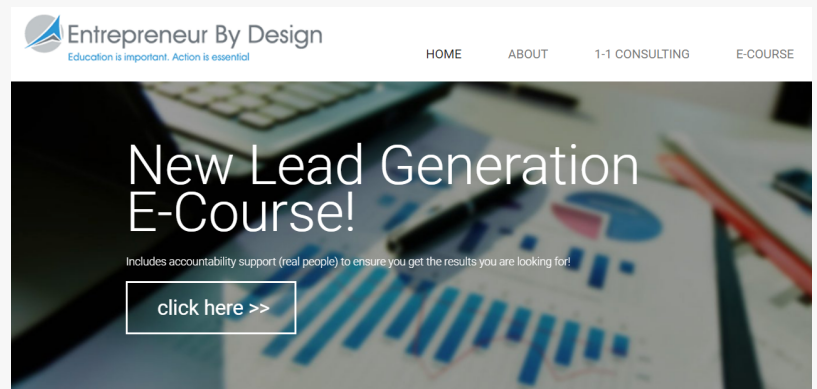
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## 47 Free Lead Generation Hacks



## Target Marketing E-Course



## Lead Generation E-Course

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