

# Business Builders - Launch



The future is yours.  
Take it.



**EVERTHOUGHT**  
BUILDING YOUR FUTURE

# Launch your trades business

If you have ever looked at your boss and thought that you could do what they do, and do it better, then this course is for you.

The Business Builders - Launch course was designed to guide you through the process of launching your own trades business. There can be an overwhelming amount of research, compliance and decisions to be made when launching a new business so this course is designed to step you through the process.

As you move through the course, you will not only learn the process, but you will actually practically apply it as you go. Learn how to set up an ABN by doing it, sign up for and set up your accounting and field service software and learn the process of budgeting and forecasting by building your own. By the time you complete the course, you will have everything in place to effectively manage your business.

You'll learn the basics to start off your business, including writing a business plan, opportunities and costs, structures, key software and more.

You will then move on to learning how to grow your business by focusing in on marketing and sales, as well as refining the essentials such as building a website, social presence and how to effectively quote.

The course will conclude by equipping you with the skills to manage your business, now that all the fundamentals are in place. This involves applying team management skills, asset management and cash flow forecasting.

## The benefits of Business Builders - Launch

### Flexible study – make your own experience

- Start together, finish whenever - start your study with a group of like-minded people, then move through the course content at your own pace (up to 12 months)

### Learn by doing

- The course is designed to not only teach you how to work, but actually apply your learning as you go

The new 'Business Builders – Launch' course from Everthought Now is a highly practical course designed to guide you through all of the steps you need to launch your trades business.

In our tailor-made course, you will have access to our dedicated mentors – experts in the industry who will guide you through your course content and connect you with the latest resources, tools, and communities.

Our “Start together, finish whenever” approach will allow you to start your study alongside your fellow students, but after that you can move through the course content (which you can access for the following 12 months) at entirely your own pace.

Our unique Industry Partner Program offers you the opportunity to connect with the most prominent figures by attending regular webinars led by industry leaders.

**Join us for the next step in launching your trades business.**



- Access a variety of tailored learning experiences, such as interactive and practical projects, video content, quizzes, podcasts, expert-led webinars, live chat, networking, and research

### Built for your business

- We know that in many situations you may be working with a partner to build your business. This course gives you access for yourself and your partner from the same business to access the full course content

### Mentorship with industry experts

- Connect with our carefully selected group of experts in the field, whose role is to mentor you through your course content and help you connect with the online communities

### Networking opportunities

- Attend regular webinars by industry leaders to connect you with the most prominent figures in the trades industry today



#### Launch your business with Everthought Now

Study your way, wherever you are. If you have a working computer with internet connection, you have a classroom.



#### Hands-on, practical outcomes

The course is designed to not only teach you how to work, but actually apply your learning as you go.



#### A step-by-step approach

By the time you complete the course, you will have everything in place to effectively manage your business.

# Course Structure

**Duration** | 3-6 months

**Business Builders will focus on five core areas required to launch your business:**

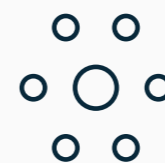
- Setup (Business name, Registration, ABN, Bank Accounts, Budgets)
- Structure (Agreements, Insurance, Licenses)
- Sell (Pricing, Quoting, Invoicing, Payments)
- Market (Brand, Website, Lead Generation, Social Media, Partnerships)
- Operate (People Management, Job Allocation, Asset Management, Managing Cash Flows)

### Why Everthought Now?



#### 100% online training

Study anywhere, at any time. Most of the training happens online, so you can fit it in around your current work from wherever you are.



#### Mentor Led to Guide you Through Every Step

Online access to the highest quality industry mentors and trainers to guide you through the course content.

Learning these 5 pillars will give you the foundations you need to successfully run your own trades business.

### Enrolment

The course requires no prerequisites; even if you are brand new to business, with the right attitude and appetite to learn, you will be able to join the course.

You will begin your study in a group with your fellow students – from there, you will have twelve months to complete the course, entirely at your own pace.

### Tech Requirements

While there are no prerequisites for the course, you will need to have access to a laptop or desktop computer with a reliable internet connection.

Everthought accepts no responsibility for personal electronic devices that are utilised for the course and undertakes no responsibility to investigate their damage.



## What happens next?

Here's what you can expect after you've applied:

- A course advisor will call to chat about your course and answer any questions you may have
- You can go on to complete the online enrolment process or contact your course advisor with any questions you might have
- Once enrolled, you will be invited to attend an online orientation and you will be ready to start studying with the next cohort of student

## Payment Information

Everthought Now offers payment plans to support students through their financial obligations of studying. Two payment options are available: Full Fee and Payment Plan.

If you have any questions about how payment plans work, simply reach out to our customer service team on 1300 656 498 or email us at [info@everthought.com.au](mailto:info@everthought.com.au)



## Powered by Tradify

[Tradify](#) is the most important tool in a tradie's belt. It's the job management app for Australian trade businesses that makes the life of an owner/operator easy as. Track everything, from any device:

- Enquiries
- Quotes
- Job notes
- Photos
- Receipts
- Invoices
- Staff
- Timesheets

Tradify even plugs into your favourite accounting software: Xero, MYOB & Quickbooks. The Tradify team proudly help more than 20,000 tradies around the world live their best life.

Available on desktop, iOS & Android, Tradify is the fastest, simplest and easiest job management software for small trade businesses.

Tradify's partnership with Everthought offers you hands-on experience with the same job management software that established trade business owners use every day. With Tradify, you'll be able to develop professional quoting, invoicing and job management processes. Save time and money from the start with the quick and easy job management app you can access from anywhere.

Upon completion of the course, you'll hit the ground running with a workflow tailored to your new business. Set yourself up for success by reducing business admin and paperwork from the get-go.





*"Tradies don't need to struggle with paperwork anymore. Getting your admin sorted from the start will set you up for success in the future."*

- Michael Steckler, Tradify CEO

*"The construction industry generates over \$360 billion in revenue, producing around 9% of Australia's Gross Domestic Product (GDP), and has a projected annual growth rate of 2.4% in the next five years."*

- Australian Industry and Skills Committee