



On track to success....All Aboard!

These training programs focus on giving you the training you need to start and run your small business.

Here are some of the topics in our first installment of the database of programs:

Course	Description
Entrepreneurship	What it takes to start a business and be an entrepreneur
Elevator Pitch	Creating high impact presentations;
Accounting	Quick Books training session, multiple levels; Understanding business metrics;
HR issues	Review key factors on when and how to hire. A step by step guide and training program.
Marketing:	Developing your story; Developing your calendar; Identify your audience and determine how to market to each segment; Developing an effective website; cross channel marketing; Understanding consumer behavior; Developing your marketing plan; Press releases; marketing with online video; Sales; and more
Public Relations:	Course will walk you through the PR process for small businesses
eCommerce:	Learn more about doing business successfully online
Networking:	Expanding your sphere of influence; Learn how to network and turn those leads into clients
Working a Tradeshow	Instructions on maximizing your trade show outcomes
Non-Profits/ Grant Writing	Getting started; Grant writing
Government Contracting	Primer on Government--Getting started

(This is the initial offering of courses. More courses will be added shortly. If you have a need, please let us know.)

The advantage is the streaming media environment is the ability to stop the program, get to your application and go step by step until you truly understand the application. When you get to a later chapter/ episode, you can always go back and review again to review and learn.

ZTV Network:



Roku 38.9 million users

Amazon Fire TV 35.8 million users

Apple TV 21.3 Million Users

Chromecast 36.9 Million Users

This represents about 133 Million users however with other OTT Platforms such as IOS; Android; AndroidTV; Tizen; TVOS, etc. with a potential of over 800M audience.

The Industry Hub is a 501 (c) 3 promoting small business incubators. Let us help your community evaluate the type of small businesses that may be successful in your community.

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The B-Train website coming soon!