



The Online Business Manager's Certification

CURRICULUM



Contents

- 02 Welcome
- 03 Course Overview
- 04 Who is The Online Business
Manager Certification for?
- 05 Course Modules
- 11 The Certification Process
- 12 Meet the Team
- 13 Testimonials
- 14 Next Steps
- 16 Frequently Asked Questions





Welcome to the Online Business Association

We're excited to introduce you to our Online Business Manager Certification. This programme is the most comprehensive Online Business Manager certification on the market and has been specially created to help you develop your understanding of the role of an Online Business Manager (OBM) and how to succeed in your career.

It's designed to equip you with the tools, knowledge, and skills essential for navigating the world of online business.

Our goal is to prepare you not just to participate in the online space but to excel and lead businesses to achieving 6, 7 or even 8-figure successes.

By joining us, you're taking a significant step towards distinguishing yourself in a competitive field, adding credibility and authority to your Online Business Management venture through accreditation and unparalleled knowledge. You're about to take the first steps towards unlocking incredible new career opportunities.

In this curriculum, we'll provide you with an overview of what you can expect from the Online Business Manager Certification and how it's guaranteed to set you (and your clients) up for success.

Alison & Steve

Co-founders, The Online Business Association

Course Overview

Our Online Business Manager Certification is designed to provide a solid foundation in online business management, combining theoretical knowledge with real-world case studies, and practical applications.

- **MODE OF DELIVERY:** Fully online, self-paced learning with support for a flexible and supported educational journey.
- **MODULES:** 15 detailed modules covering every area of business operations, ensuring a comprehensive understanding of online business management.
- **RESOURCES:** Access to a Knowledge Vault with resources valued at £45,000, offering unparalleled depth and breadth of learning materials.
- **CERTIFICATION:** Become a Certified Online Business Manager accredited by the IAPC&M upon successful completion, recognising your expertise and readiness for the industry.
- **PERSONAL DEVELOPMENT PLAN:** A structured pathway for your growth, including goal setting and skill development, to ensure your learning translates into real-world success.

This comprehensive programme is structured to guide you through the essentials of managing online businesses successfully, ensuring you're well-prepared to take on leadership roles and drive business growth.



Who is The Online Business Manager Certification for?

The Online Business Manager Certification is designed with a number of individuals in mind, each at different stages of their professional journey, yet all united by a common goal: to excel in the online space.

This programme is for...

- **ASPIRING AND SEASONED ONLINE BUSINESS MANAGERS:** Jumpstart or boost your career. You'll get the know-how to handle the online world's challenges with confidence, from improving operations to growing businesses.
- **VIRTUAL ASSISTANTS AND FREELANCERS:** You're doing great, but reckon you could be doing even better? Fancy stepping up? Move from being a general VA to a sought-after OBM, leading teams and managing whole businesses, not just tasks.
- **CAREER CHANGERS:** Are you fed up with the 9-to-5? Do you want to make a move from a traditional role to the online space? This course is your springboard, giving you the solid foundations you'll need to thrive.
- **ENTREPRENEURS AND BUSINESS OWNERS:** Want to get better at running your online business? Learn top strategies, operational tricks, and leadership skills to streamline your business and encourage steady growth.
- **REPUTATION BUILDERS:** Stay a step ahead of the competition and add authority to your business with an accredited certification.
- **ANYONE EAGER TO MASTER ONLINE BUSINESS MANAGEMENT:** It's all about practical, real-world tactics that actually work. You'll dive into our extensive vault of resources, all geared towards giving you a leg up in the competitive online space.

This programme offers a unique blend of learning and practical application, making it suitable for anyone eager to make a significant impact in the online space.

Whether you're starting out, looking to switch careers, or aiming to add a competitive edge to your existing skill set, this course has something valuable for you.

By joining us, you're not just enrolling in a certification programme; you're setting yourself up for a future where you can confidently attract and manage major clients, navigate the legal and financial aspects of business with ease, and significantly increase your value and the value of your clients' businesses in the online space.



Course Modules*

MODULE 1: INTRODUCTION TO ONLINE BUSINESS MANAGEMENT

In this foundational module, you'll learn everything you need to know about Online Business Management and how to succeed as an Online Business Manager.

You'll cover:

- Defining Online Business Management
- The Evolution of Online Business
- Key Concepts and Terminology
- The Online Business Ecosystem
- The Role of an Online Business Manager in Business Growth



MODULE 2: BUILDING YOUR OWN BUSINESS

In this module, you'll explore the essential aspects of building and growing your own business as an Online Business Manager.

As an Online Business Manager, you'll possess the unique skill set and knowledge needed to take charge of the intricate operations of managing your own online business and that of your clients.

You'll cover:

- Foundation Setting
- Strategic Planning
- Operational Framework
- Legal and Financial Infrastructure
- Brand and Presence Building
- Engagement and Growth
- Service Excellence
- Performance and Adaptation
- Leadership and Legacy
- Blueprint Review and Evolution

MODULE 3: OPERATIONS AND SYSTEMS

In this module, you'll learn about operations and systems management, with a specific focus on their application in the online space.

You'll cover:

- Standard Operating Procedures
- Business Processes
- Tools
- People Management
- Project Management
- How to Use AI in Operations
- How to Track Progress
- Performing a Systems Assessment



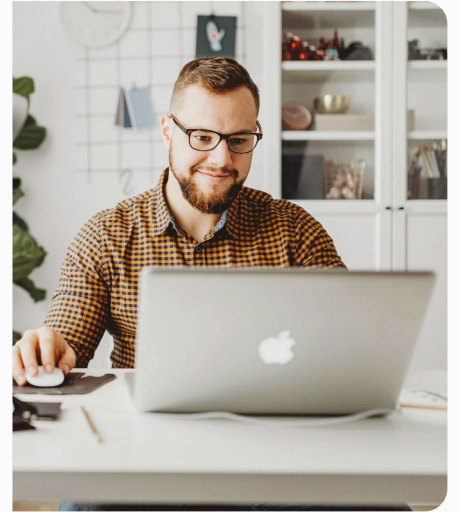
*Module specifics subject to change.

MODULE 4: LEADERSHIP

In this module we'll talk about leadership for your online business, exploring the essential qualities and strategies that set exceptional online business managers apart.

You'll cover:

- Leadership Styles and Scenarios
- Leadership Theories
- Authentic Leadership
- Challenges in Leadership
- How Close You Should Stay to Your Team
- Conducting Leadership Assessments
- Developing Your Personal Leadership Plan



MODULE 5: FINANCE

This module has been designed to help you advance your understanding of the core principles that govern the world of finance, providing you with a solid understanding of key concepts and strategies that will empower you to make informed financial decisions.

You'll cover:

- An Introduction to Finance
- Financial Terms
- The Profit First Method
- Capacity Planning
- Costs and Revenue Management
- Fixed Overheads vs Variable Overheads
- Creating Income Statements (Profit & Loss)
- Building Balance Sheets
- Cash Flow Statements
- Finance Systems and Tools
- How to Have the Money Conversation
- Payment Reminder Letters
- Debt Repayment Agreements
- Creating a Statement of Accounts
- Invoices
- Payslips
- Letterheads
- Tax Liability

MODULE 6: LEGAL AND COMPLIANCE

This module is not only about understanding the legal aspects crucial for running your online business smoothly but also about applying these principles to your clients' businesses to ensure they are compliant.

In this module, we provide a high-level overview of the legal requirements relevant to online businesses in the UK, US, and EU.

You'll cover:

- The Basics of Business and Law
- Developing Your Legal Plan
- Setting Up a Company
- HR Compliance for Online Businesses
- Marketing Law (GDPR)
- Companies House (UK)
- Employment Law
- Intellectual Property
- Public Liability
- Health and Safety
- Employers' Liability Insurance
- Professional Indemnity
- Legal Documentation and Contracts

MODULE 7: RECRUITMENT AND HR

Strategic Recruitment and HR Management are essential for Online Business Managers. This module has been designed to empower you with the skills and knowledge to excel in the dynamic field of online business.

You'll cover:

- Developing a Recruitment/Workforce Plan
- Building a Team
- Job Descriptions
- Creating Organisation Charts
- Reporting on Business Structures
- Managing Team Members and Contracts
- The Importance of NDAs
- Interviewing Candidates
- Hiring Processes
- When You Should Recruit
- Creating a Culture of Growth, Trust and Honesty
- Creating Induction & Handover Documents
- HR & Recruitment Law
- Delivering Team Training
- Team Management
- Communication Types
- Setting Quarterly Team Targets
- Work/Life Integration
- Employer Brand of Choice
- Talent Development
- Creating Thriving Opportunities
- Diversity and Inclusion Training
- HR Disciplinary Processes
- HR Induction Processes
- HR Company Policies

MODULE 8: DIGITAL MARKETING

Develop your understanding of digital marketing principles and uncover the strategies that will help you to elevate your business's online presence, engage audiences, and drive business growth in the online space.

You'll cover:

- Developing Your Marketing Plan
- Setting Marketing Goals and Objectives
- Creating a Client Avatar
- Marketing to Your Niche
- The Marketing Mix
- Developing Personal Branding
- Websites
- Lead Magnets and Webinars
- Social Media Marketing
- Search Engine Optimisation
- Content Marketing
- Email Marketing
- Influencer Marketing
- Podcasting
- Community Building
- Outreach Targeting
- Testimonial Collection
- Digital Marketing Mistakes to Avoid
- Marketing Metrics and Analysis



MODULE 9: SALES

Unravel the strategies and techniques that drive revenue growth and business success.

Whether you're a seasoned sales professional or an operations manager overseeing sales functions, this module will equip you with the tools, strategies, and insights needed to drive revenue growth and elevate your business.

You'll cover:

- What is Sales?
- Sales Documentation
- Prospecting Leads
- Sales Processes and Scripts
- Sales Skills: Objection Handling
- Unique Selling Point (USP) and Value Stack
- Proposal Creation
- New Business Processes
- Client Relationship Management (CRM)

MODULE 10: CLIENT MANAGEMENT

This module is designed to equip you with the skills and strategies needed to build, sustain, and elevate client relationships. You'll undertake a comprehensive exploration of client-centric practices tailored to online businesses.

You'll cover:

- Client Management
- Understanding Your Clients
- How to Ask the Right Questions
- Customer Manifestos
- Your Client's Customer Journey Assessment
- Private Client Tracking
- Boundaries and Communicating with Clients
- Client Onboarding Processes
- Client Offboarding Processes
- Account Management Processes
- Complaints Handling

MODULE 11: PR & MEDIA

Learn to navigate the dynamic landscape of public relations, learning essential strategies for managing perceptions. In this module, you'll learn more about the art of crafting compelling narratives, staying informed on industry news, and building trust.

You'll cover:

- What is PR?
- PR vs Advertising
- The Benefits of PR
- Developing a PR Strategy
- Your Celebrity Identity
- The Wildfire Factor
- News
- PR Pitches & Press Releases
- Content Strategies
- Media Interviews
- Creating a Media Pack
- PR Launches
- When to Hire a PR Professional





MODULE 12: NETWORKING

Elevate your skills as an online business manager by mastering the art of networking, fostering relationships that enhance productivity, and gaining insights into the online space.

You'll cover:

- The Benefits of Networking
- Types of Networking
- Developing Your Networking Strategy
- Networking Etiquette
- Networking Groups
- Building and Growing Your Network
- Creating Your Blackbook (Dream Client List)
- Costs of Networking
- Compliance in Networking
- The Online Business Association's Networking Commandments

MODULE 13: LAUNCHES

This module provides a comprehensive guide designed to empower you to orchestrate effective product launches.

From planning and execution to post-launch analysis, this module covers the entire launch lifecycle, ensuring you'll be able to navigate the complexities of bringing a product or service to market with confidence.

You'll cover:

- Sales Funnels and Launches
- Types of Launches
- Selling at Launches (Upselling, Downselling, Cross selling)
- Tripwires
- Technical Support
- Launch Strategy Ideas
- Launch Checklist
- Launch Timelines
- Developing Your Launch
- Launch Post-Mortems

MODULE 14: TECH IN OPERATIONS

Explore technology and its indispensable role in optimising and revolutionising business operations.

In this module, you'll dive into the innovative tools, platforms, and strategies that will empower you to enhance efficiency, scalability, and overall performance..

You'll cover:

- Understanding the Tech Landscape
- Essential Tools for Online Business Managers
- Automation for Operational Excellence
- Data Analytics for Informed Decision-Making
- Cybersecurity and Data Protection

MODULE 15: SCALING YOUR ONLINE BUSINESS MANAGER BUSINESS

Delve into the strategies, tactics, and advanced techniques that will propel your Online Business Manager career to new heights. It's time to transform your expertise into sustainable growth and long-term success.

As you conclude the Online Business Manager Certification you'll not only have a comprehensive understanding of advanced online business management strategies but also a personalised roadmap for scaling your business sustainably.

You'll cover:

- Strategic Growth Planning
- Team Expansion Strategies
- Client Retention and Expansion
- Automation and Scalability
- Advanced Marketing Strategies
- Financial Management for Growth
- Risk Management and Innovation
- Building a Scalable Tech Stack
- Next Steps for Scaling Your Business



The Certification Process

The Online Business Manager Certification is an online, self-study programme. This means that you can complete the course in your own time and at a pace that suits your lifestyle, allowing you to become an accredited Online Business Manager while maintaining a healthy work/life balance.

Each module is broken down into a series of lessons that will help give you a full 360 overview of the operational knowledge, technical vocabulary, problems and processes you'll need to know as an Online Business Manager.

You'll be provided with background information, real-life case studies, practical tasks to help you develop your application skills, downloadable resources to implement into your business, and self-evaluations to measure your progress throughout the course.

Upon completion of all of the course modules, you'll undertake a comprehensive assessment to evaluate your understanding and application of the course material.

After you've successfully completed the course you will be awarded the prestigious Online Business Manager Certification, accredited by the IAPC&M.



You'll also gain access to...



THE KNOWLEDGE VAULT

Dive into our vault and access £10,000s worth of ready-to-go documents including contracts, policies, financial planning, HR, marketing and sales templates.



THE OBM'S DASHBOARD

Our operational dashboard in Trello is a plug-and-play system optimised for improving any business' operational efficiency, including your own.



PERSONALISED MEMBERSHIP

Navigate the complexities of online business and client management with guidance from seasoned professionals. Benefit from mentorship that provides practical wisdom for real-world challenges.



THE COLLECTIVE

Join a supportive community of online business owners. Network and build connections to take your business to the next level.



PREMIUM ACCREDITATION

Continue your study with the globally recognised 6-star IMPACT with Integrity Online Business Accreditation - a symbol of your commitment to operating an online business with integrity and excellence.

Meet The Team



We're Alison Goodwin and Steve Fowles, founders of The Online Business Association.

Strategy is at the heart of our business and we're not ashamed to tell you that we're exceptional at what we do - We have the clients and have driven the results to prove that.

We manage projects up to multi-million £ / \$ businesses because we have the skills, the team and the knowledge to make an impactful difference in the online space.

We've not got to where we are through social media or basic outreach like so many others. Our business is based 100% on referrals and word of mouth.

We're not just another cloned 'coach' who's going to promise you their 'secret formula to success' and then give you vague advice you probably already knew. We won't pretend to be your best friend either just to sell you overpriced cookie-cutter 'strategies'.

Instead, we'll give you the robust education, accredited training, tools, and genuine business connections you need to succeed.

We only work with people who are serious about business; people who are prepared to be present in their own business; and people who want to achieve real and significant results. We're committed to nurturing those people and working with them long-term to become more than just strategy consultants. We're here to become partners.

We're proud to put our people first. Once you join the Online Business Association, you become part of something much, much bigger.

Supported by 15 experts in all areas of business operations, including...

Liam Marshall, Marketing Expert

Specialising in marketing communications and branding, Liam has over 7 years of hands-on digital marketing experience.



Shari Sant, Tech Expert

With 12 years of experience, Shari is an expert in digital tech, website design, tech operations and connecting the dots between systems.



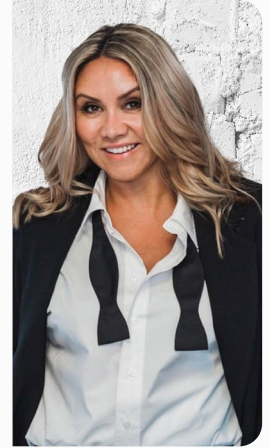
**Vicky Owen,
Social Media Expert**

With 8 years of marketing experience, including 2 years of running her own social media agency, Vicky excels in delivering results-driven content backed by consumer psychologies.



**Joanne Fisher,
Legal Expert**

Joanne is a business lawyer specialising in legal and brand protection for high earning, female entrepreneurs. Having worked in the corporate world for 20 years, she is ready to help set you up for success like never before.



**Amber Rose Thomas,
Paid Ads Expert**

Since launching her boutique ads agency in 2018, Amber Rose has managed over \$5 million in ad spend, helping coaches, expert service providers, and course creators to find more of their dream clients online.



Testimonials

Here's what some of our members have to say:

"Alison has supplied business services for me on more than one occasion and I can't recommend her highly enough. She has demonstrated an extremely strong intellectual capability, an intensely high level of integrity, endless energy, resilience, and honesty. Sales, strategy, planning, marketing, training and consultancy all seem to come so naturally to Alison and her team. She is gifted with the ability to connect at all levels, remaining humble at all times.

"Alison genuinely listens and has always taken an interest in our company's needs and requirements, she is very much proactive and always delivers on her promise."

Genna Lenden, Marketing Manager at Peel Lifestyles Outlets

"We have recently undertaken a training and development project with Alison that has been tremendously successful. Alison has the natural ability to connect with individuals whatever their background and has brought a wealth of knowledge and innovative ideas with her to our organisation.

"Our goal when we first approached Alison was to look at employee engagement and wellbeing but truthfully she has provided so much more to our organisation. If you are looking for an ethical heart led consultant to converse with all aspects of business then Alison is the person to go to. We cannot recommend her highly enough and we look forward to working on more projects together."

Stephanie Mairs, Operations Manager at Pfm Medical UK Ltd



Next Steps...

Trying to grow your career as an Online Business Manager without the correct mentorship and support is overwhelming.

Without the right skills, knowledge, and guides, then...

- You end up wasting time chasing methods that don't work
- Attracting, closing, and working with major clients is a constant headache
- Revenue never grows (and often shrinks)
- You remain a glorified VA, never becoming a highly paid Online Business Manager
- Your team is unable to grow while maintaining the service quality your clients expect
- Navigating the legal aspects of business and ensuring compliance remains stressful

These are struggles that most aspiring and established Online Business Managers face.

Why?

Because they've never been shown how to stay ahead of the game and how to develop the systems, processes and strategies that allow for consistent growth in their businesses.

LET'S CHANGE THAT FOR YOU

The Online Business Manager Certification will help you to land multi-million-pound clients and enable you to scale both their's and your own businesses to six figures and beyond.

Once you become an accredited Online Business Manager, following our processes, you'll be able to approach any client confident in the knowledge that you can and will manage it to significant success.

This isn't just a cookie-cutter programme, it's EVERYTHING you will need to win major contracts with your DREAM CLIENTS - you'll be ready to help business owners scale the right way.

Plus, delivering them professional-level consulting and results guided by our proven operational methodology.

Take the first step towards becoming a certified Online Business Manager with The Online Business Association.

When you enrol, you'll get access to:

- Our extensive 15-Module Training Library (£15,000 Value)
- Our Knowledge Vault Resources (£45,000 Value)
- The OBM Master Dashboard (£20,000 Value)
- The Collective business network (Priceless)
- Personalised Mentorship (£15,000 Value)
- Premium Accreditation (£2,000 Value)
- 12 Month's Legal Membership Support (£600 Value)

TOTAL VALUE: £102,600

YOUR PRICE: £9,997

ENROL TODAY

Visit our website www.theonlinebusinessassociation.com/obm for enrolment details and to start your journey towards mastering online business management.

For further enquiries, visit www.theonlinebusinessassociation.com/obm or contact us at info@theonlinebusinessassociation.com



Frequently Asked Questions

1. WHAT MAKES THIS CERTIFICATION UNIQUE?

This certification is designed by industry leaders with more than 20 years of experience in business operations, to provide not only foundational knowledge but also advanced strategies in online business management.

This certification is accredited by the IAPC&M, ensuring global recognition.

2. WHO IS THE IDEAL CANDIDATE FOR THIS COURSE?

This programme is perfect for...

- Virtual assistants looking to take the next step in their careers
- Established Online Business Managers looking to grow their business and become an authority figure in the online space
- Freelancers looking to upgrade their skills
- Career changers aiming for success in the online space
- Business owners looking to refine their leadership, management styles and drive greater business development
- Entrepreneurs, and anyone eager to master online business management

3. HOW LONG DOES THE COURSE TAKE TO COMPLETE?

The course is self-paced to fit around your commitments. However, most students complete it within 6 - 12 months (and some even sooner), depending on their availability and dedication.

4. WHAT SUPPORT WILL I HAVE ACCESS TO DURING THE COURSE?

You'll have access to support from the Online Business Association's team of operational experts, led by our founder and leading expert in operations and sales, Alison Goodwin.

You'll also have support from a community of fellow learners, and one-on-one mentorship from seasoned online business managers, ensuring you're guided every step of the way.

5. WHAT OUTCOMES CAN I EXPECT AFTER COMPLETING THE CERTIFICATION?

Graduates emerge as certified Online Business Managers, equipped with the skills to manage and grow online businesses, lead teams, and significantly increase their market value.

Want to arrange a chat to find out if this programme is right for you?

Email us at info@theonlinebusinessassociation.com to schedule a call.



ENROL TODAY

Visit www.theonlinebusinessassociation.com/obm
for more information.