

**Course Title:** The 3 Essentials for a Profitable Business

**Module 1 — Product / Service Clarity**

- 1.1 Understanding the Problem You Solve
- 1.2 Building a Clear Value Proposition
- 1.3 Creating a Profitable Offer

**Module 2 — Consistent Lead Generation System**

- 2.1 Understanding Your Ideal Customer
- 2.2 Top 5 Proven Lead Generation Methods
- 2.3 Building a Simple Sales Funnel
- 2.4 Follow-up Sequence That Converts

**Module 3 — Financial Control & Optimization**

- 3.1 Understanding Your Business Numbers
- 3.2 Pricing for Profit
- 3.3 Cost Optimization Without Reducing Quality
- 3.4 Cash Flow Management

**Final Assessment:** 20-Question Certification Quiz

**Included Downloads:**

- Customer Pain Point Worksheet
- Customer Avatar Template
- Profit Tracker Template
- Business Growth Roadmap

This PDF summarizes the full course structure for uploading into Odoo eLearning.