



# **Certified Business Building Online Course Instruction Manual**

---

By:

**Brenda R. Generali, C.N.C.  
Founder, JLS  
Certified Nutritional Consultant  
Certified Iridologist  
Certified Herbalist  
Nature's Sunshine Manager**

**JOYFUL LIVING SERVICES**  
P.O. Box 485  
Weimar, CA 95736-0485

**Phones:** 530-878-1119 & 800-704-9800  
**Fax:** 530-878-1119

**E-mail:** [iridology@netzero.net](mailto:iridology@netzero.net)  
**URL:** <http://www.joyfullivingservices.com>

Copyright 2012



# Certified Business Building Online Course Rules & Conditions

1. To be a part of this course you need to print each session. Be sure to write your name, telephone, e-mail address, and shipping address at the top of each page of the **Question and Answer page before you e-mail or fax it back to us for grading. You will receive a Question and Answer session at the end of each session. Fax it back to us at 530-878-1119 or e-mail it to us at [iridology@netzero.net](mailto:iridology@netzero.net). There is no time limit as to when the Question and Answer session must be completed. However, we do recommend that you complete each session within the week you receive it so you do not get behind in the study.**
2. To be eligible for Certification you must complete all 16 sessions of the online course. You also need to let us know that you want to become certified. At the end of the 16 sessions you will be given a test. You must give correct answers to 80% of the questions in **the Test**. Scores are **not** averaged for an overall grade.
3. You must not loan, sell or reproduce this online course in any form. **To do so is cause for expulsion from certification from Joyful Livingl Services.** This provision is to protect the integrity of the certification. Such protection is further assured by periodic rotating and changing of the questions.
4. You must not edit or share the instruction sessions or test. You must e-mail or fax your Question and Answer session to us as well as the final test where they are maintained as part of your permanent file.
5. In the event of failure: If you should fail the final test, you may repeat the test after a wait of 30 days. There will be a re-examination fee of \$15.00 to cover the costs of new materials, regrading and filing. Should you fail on this second attempt, you must then wait 60 days before making a third attempt. These mandatory delays are for the purpose of continuing study and preparation on your part.
6. When you have completed all sixteen sessions and question and answers, you will receive a bound final test. You must fill out the box at the bottom of the First Page of the Test Packet and have it notarized. There is a notarization form provided.
7. There is no time limit on the completion of this Online Course. Most candidates are full-time practitioners with little time to be able to rush through this course. So please take your time and get it correct the first time.
8. You may drop the online course at any time by notifying us. No refunds will be given if the course is dropped in the middle of any given month.
9. If you have any questions at any time, please e-mail your questions to [iridology@netzero.net](mailto:iridology@netzero.net), fax them to 530-878-1119, or call us at 530-878-1119. We will answer your questions and spend as much time as necessary to help answer your questions.
10. The time you need to study and answer the questions for each session will vary on the amount of iridology you already know and understand and the amount of information we decide to send you. Each session can take you anywhere from one-half to three hours but should not take you longer than three hours to study and answer the question and answer.

NOTE: Joyful Living Services reserves the right to change the test questions for any test repeated.

NOTE: All information regarding a candidate's grades, or the fact of any failures, is kept strictly confidential and is not released to any person.

## **CERTIFIED BUSINESS BUILDING ONLINE COURSE - SESSION 1:**

- **COURSE OVERVIEW**
- **COURSE DEFINITION**
- **INTRODUCTION TO BUSINESS BUILDING**

### **Course Definition**

So, you want to work with the public in an alternative health setting. Are you overwhelmed wondering what step you should take first, second, third, and so on? This course is designed to help you eliminate the overwhelming feelings and help you get organized and create a successful business. If you are already in business this course can help organize the way you run your business and help market your business.

### **Organization**

In order to create a successful business you have to be organized. Organization is the key to success in business because not only do you have to keep up with your paperwork for tax purposes, but depending on what type of business you are going to start, there is always paperwork involved. Not to mention supporting your clients and creating new business at the same time. So where do you begin?

### **Course Details**

This course runs for 16 weeks online. It contains 16 lessons on the web which are given 1 lesson per week. You will follow along with us 1 week at a time. The files are in PDF format and will be ready to download every Thursday evening. You will receive a certificate at the end of this course. There is work that needs to be completed for each session and there is a test at the end of the course that needs to be notarized and sent in to us for credit. The work will be noted and the test will be graded as you turn them in. They will need to be mailed, faxed, or e-mailed to us. This course is on your own time so you can complete the lessons at your own pace or you can complete them once a week as the course runs. If you are going on vacation, are ill, or don't have the time every week to read the lesson and complete the work you will not be penalized. Because this course is online and is on your own time, you are responsible for turning in your work when it is done. You will receive your certificate once all the work has been turned in and once your final exam is graded and passed. The certificate will state that you have studied business development which will give your customers confidence in you and your business.

### **Topics covered in this course**

1. Business Name
2. Purpose in Life
3. Mission Statement
4. Goal Setting
5. Fictitious Business Name
6. Business License
7. Resale License
8. E-mailing
9. Post Office Mailings
10. Business Checking account
11. Newsletter
12. Monthly Specials/Coupons
13. Postage
14. Office/Home Business
15. Services Offered

16. Products Offered
17. Advertising
18. Telephone Numbers
19. Fax Number
20. E-mail Address
21. Web Site
22. Lectures
23. Consulting
24. Bartering
25. Referrals
26. Bookkeeping
27. Equipment
28. Database
29. Education
30. Expos/shows/Lectures
31. Networking
32. Sister Companies

### **Let's Start at the Beginning:**

The following questions are intended to start a brainstorming process. As you go through the questions fill out the following:

#### **1. Business Name**

You have started a business already. You have named your business. What is the name of your business?

- A. Does the business name you wrote above inform the public of what you are doing?
- B. If someone sees the name of your business will they understand what it means?
- C. Will they want to learn more?
- D. Does it state what your intentions are? In other words, if your business is like ours, Joyful Living Services, does it tell people that you are working at creating "joy" in people's lives? So, does your business name do the same?
- E. Think about this for a while, and then answer the questions truthfully.
- F. If you can answer the questions above with a "yes" then you have chosen the right business name for your business. If you have answered "no" to the questions above then it sounds like you need to spend some "brainstorming" time and come up with a new business name.

**Write the name of the final business name you have chosen in the space below:**

## 2. Purpose in Life

- A. What is your purpose on planet Earth?
- B. Have you ever thought about this?
- C. Why are you here on this planet right now?
- D. Is your purpose to heal others?
- E. Is your purpose to teach others?
- F. Is your purpose to show love?
- G. What is your purpose?
- H. If you have gone through this process before then you know that you need to create a “Statement of Purpose” and this will help lead you to your mission statement and set the correct direction for a very successful business. If you know your statement of purpose write it in the space below. If you don’t have one do some brainstorming to think about what your purpose is and then write it in the space below:

## 3. Mission Statement

What is a mission statement? A mission statement is a statement of purpose. In other words, what is the goal of your business?

Example: For Joyful Living Services our mission statement is:

**Our Mission Statement: The purpose of Joyful Living Services is to create joy in your life by empowering you to take responsibility for your health through the use of Education, Home and Office Organization/Clearing Clutter, Iridology, Reiki, Nutrition, and Muscle Testing. We believe a joyful life includes good health, a close family, prosperity, and a clean and organized living space.**

1. So, do you have a mission statement?
2. If so, what is your mission statement?
3. Does the mission statement state your business purpose?
4. If you have a mission statement does it make sense?
5. If a potential client sees the mission statement, will they understand what your business purpose is?
6. If you have a mission statement, write it in the space below:

If you have a mission statement and do not like it or you don’t have a mission statement, spend some time brainstorming about what your purpose in life is. What is your goal for this business? What do you want to accomplish in your business?

**Write your new mission statement in the space below:**

## **CERTIFIED BUSINESS BUILDING ONLINE COURSE - SESSION 1 – QUESTION & ANSWERS**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP, PC: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

Please be sure to fill out the information above, complete the test and e-mail it back to us at [iridology@netzero.net](mailto:iridology@netzero.net) or 530-878-1119. We will grade your question & answer session and will let you know if we have any questions or concerns.

1. What is the name of the business name you have chosen?

2. What is your purpose in life?

3. What is your mission statement?