

# Start, Run & Grow Your Business

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## The Web

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Start, Run & Grow Your Business course.bplans.com

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## Setting Web Strategy



Images by iStockphoto via Fotolia

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## Common Web Types

- Listings
- Collateral
- Product store
- Info store
- Prospecting
- Web applications
- Millions of others...



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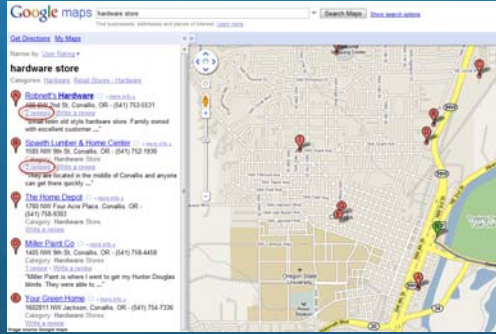
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# Start, Run & Grow Your Business

## If Nothing Else, Get Listed



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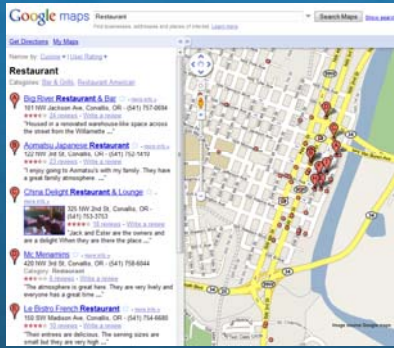
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## Dealing With Reviews



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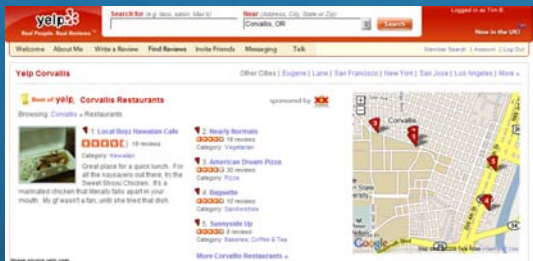
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## Reviews, and More Reviews



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## Simple Business Collateral



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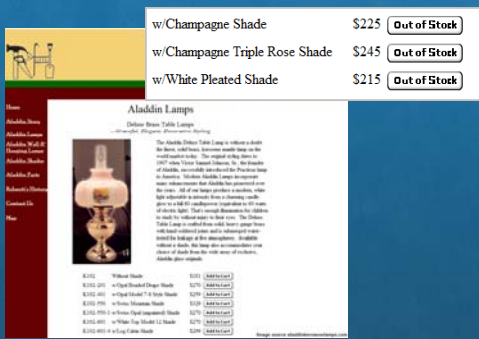
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## Web Store Selling Products



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## Web Store Selling Information



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# Start, Run & Grow Your Business

## Prospecting

The screenshot shows the Bplans.com website with a navigation menu on the left and several content sections. The main heading is "500+ Sample Business Plans". Other sections include "How to write a business plan", "Business plan videos", "Market research", "What is a business plan?", "Crafting your elevator pitch", and "Business plan outline".

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## Web Applications

The screenshot shows the Email Center Pro website. The main heading is "The easiest way to manage customer email". Below this, there are several bullet points: "Centralize customer email", "Assign messages for followup", "Respond faster and better", "Measure and improve your service", and "Turn customers into fans!". A video player with a play button and the text "Quick Overview" is visible. At the bottom, there are links for "View Feature Tour", "Customer Stories", "Reviews", "Plans & Pricing", and "Sign Up for Free".

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## Web 2.0 and Freemium

The screenshot shows the Email Center Pro website with a pricing table. The heading is "30-Day Free Trial on All Accounts". The table lists four plans: Free, Basic, Standard, and Premium. Each plan includes a "Sign up now" button and a list of features.

Free! \$0/month	Basic \$19/month	Standard \$49/month	Premium \$124/month
This plan is always free!	Start simple and grow!	Great for small businesses!	More power for more people!
Always Free	Free for first 30 days	Free for first 30 days	Free for first 30 days
2 Users	5 Users	10 Users	30 Users
Limit 200 Messages/Month	Standard Analytics	Standard Analytics	Advanced Analytics
2 Mailboxes	5 Mailboxes	10 Mailboxes	30 Mailboxes
1 GB Storage	5 GB Storage	10 GB Storage	30 GB Storage
Create 2 Templates	Create 10 Templates	Create 50 Templates	Create 200 Templates

Need more? Email us for more information about enterprise-level accounts or available discounts for pre-paid plans.

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# Start, Run & Grow Your Business



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# Start, Run & Grow Your Business

## Blogging

The screenshot shows a blog post on the website 'Bplans.com'. The main article is titled 'Planning Startups Stories' with a sub-headline 'The Barry vs. business planning, starting and growing your business, and having a life in the meantime'. Below the main article, there is a video player with the title 'Ask Tim Barry, Do I Even Need a B...'. The page layout includes a navigation bar, a main content area with text and images, and a sidebar with social media links and a search bar.

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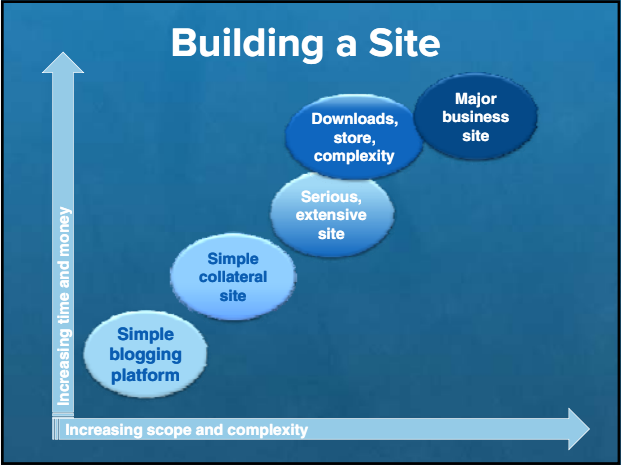
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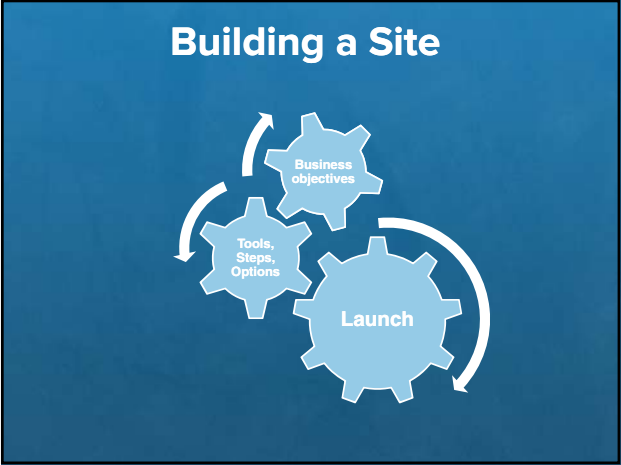
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