



NEXUS

BUSINESS MANAGEMENT

NEXUS BUSINESS MANAGEMENT · FOUNDATION COURSE

Start Your Business

Turn your idea into a real, compliant, trading business.

COURSE PROSPECTUS · with Annie Gibbins



THE OPPORTUNITY

From idea to open for business — properly

Most people start a business on courage and a good idea, then trip over the things no one explained: the right structure, the registrations, getting paid, staying compliant, and finding those first customers.

Start Your Business walks you through all of it, in plain English, in the order it actually matters — so you launch on solid ground, not on guesswork.

It is built for Australian founders, anchored to the real rules from business.gov.au, ASIC, the ATO, Fair Work and the ACCC, and honest by design: general education, with clear prompts to confirm specifics with your own adviser.

WHO IT'S FOR

Built for founders at the very beginning

THE FIRST-TIME FOUNDER

You have an idea, or a side hustle, and you're ready to make it a real, registered business — without the overwhelm.

THE SOON-TO-BE SELF-EMPLOYED

You're leaving a job to work for yourself and want to set up properly the first time, so you never have to unpick it later.

THE PATHWAY

Where this sits in your journey

A three-course path: START sets up the business, GROW grows it, SCALE multiplies it.

FOUNDATION

START

Set the business up, legally and well.

EXPANSION

GROW

Grow it to a thriving, profitable business.

ENTERPRISE

SCALE

Multiply it into an enterprise that runs without you.

WHY THIS COURSE

Practical, Australian, and honest by design

01

In the right order

From structure to launch – each step in the sequence that actually matters, so nothing important is missed.

03

Honest, not hype

No promises of overnight riches. General education, with clear prompts to confirm with your own adviser.

02

Genuinely Australian

Anchored to business.gov.au, ASIC, the ATO, Fair Work and the ACCC – not generic, imported advice.

04

Built to act on

A 45-page workbook and a knowledge check turn every lesson into something you do, not just watch.

THE CURRICULUM

What's inside Start Your Business

12

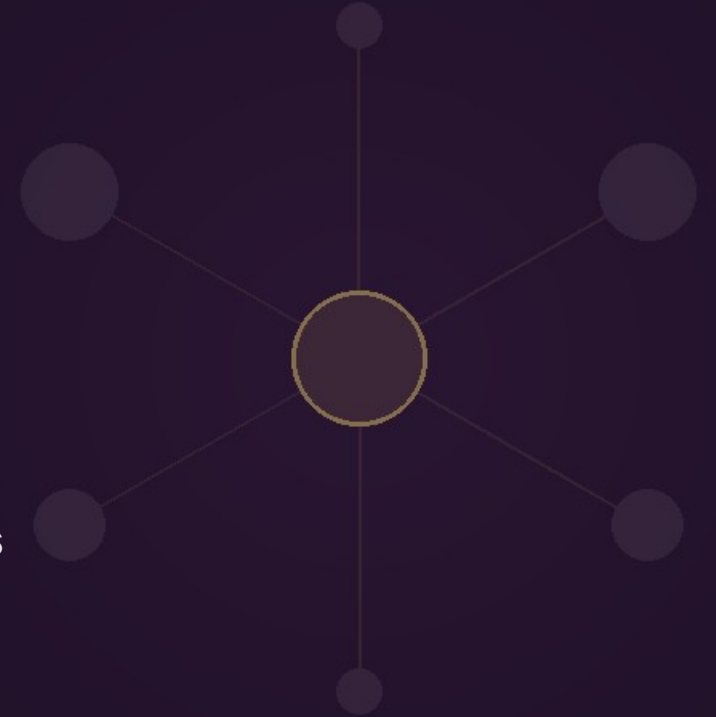
MODULES

49

LESSONS

45

WORKBOOK PAGES



Twelve modules, forty-nine short video lessons with Annie, a complete companion workbook, and a knowledge check – self-paced, with lifetime access.

THE CURRICULUM

The curriculum — modules 1 to 6

1

You're Ready for This

Mindset, readiness, and the shift into ownership.

2

Choose Your Foundation

Structure, registration, your name and A.B.N.

3

Protect What You're Building

Insurance, privacy, terms of trade and I.P.

4

Know the Rules of Your Game

Licences, consumer law, hiring rules, advisers.

5

The Money Engine

Pricing, costs, break-even and cashflow.

6

Get Paid & Stay Compliant

Invoicing, collections, GST and tax.

THE CURRICULUM

The curriculum — modules 7 to 12

7 Systems That Run It

Tech stack, bookkeeping, CRM and security.

8 Winning & Keeping Customers

Your first ten, sales conversations, experience.

9 Be Found

Your brand sentence, website and being found online.

10

Market Within the Law

Honest marketing, email rules, genuine reviews.

11

Work Smarter

Templates, automation, A.I. and your energy.

12

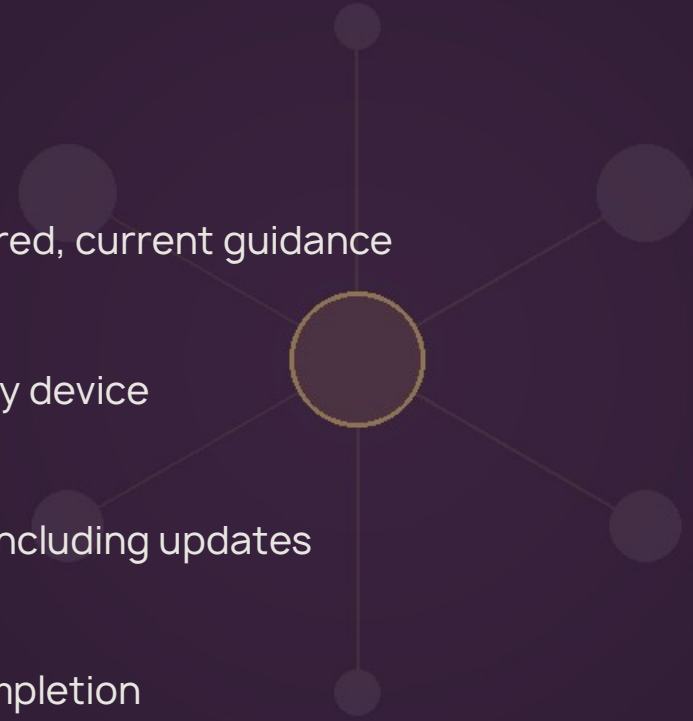
Launch & Sustain

Your dashboard, launch plan and first year.

WHAT'S INCLUDED

Everything you get

- ✓ 49 video lessons with Annie Gibbins
- ✓ A 45-page companion workbook
- ✓ An auto-marked knowledge check
- ✓ Ready-to-use templates and checklists
- ✓ Australian-anchored, current guidance
- ✓ Self-paced, on any device
- ✓ Lifetime access, including updates
- ✓ Certificate of completion



FORMAT, ACCESS & CERTIFICATE

How the course works

Watch, then do

Short, clear video lessons you can watch at your own pace, each paired with a workbook page that turns it into action.

Yours for good

Lifetime access on any device, the workbook to keep, and a certificate when you finish. Learn in the order that suits you.



YOUR INSTRUCTOR

Annie Gibbins

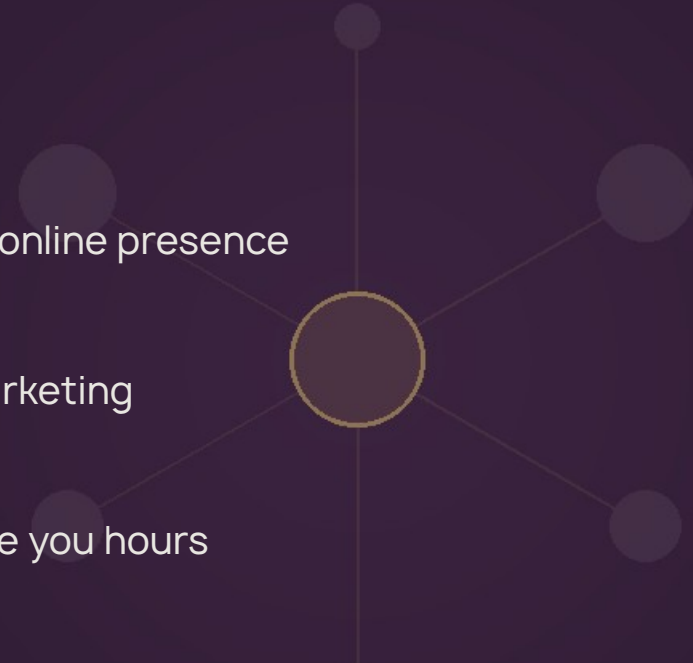
A Grand Stevie Award-winning business leader and chief executive of more than fifteen years, a registered nurse turned educator, and the author of 17 books. She has built and led organisations, mentored founders, and teaches the practical, honest business craft she has learned firsthand. She holds a Bachelor of Health Science and a Master of Education, and is a graduate of the Australian Institute of Company Directors.

“I want you to start once, and start right — on solid ground, with your eyes open.”

WHAT YOU'LL WALK AWAY WITH

What you'll walk away with

- ✓ A registered business, set up the right way
- ✓ Clarity on tax, GST and compliance
- ✓ Pricing and cashflow you understand
- ✓ A simple way to win your first customers
- ✓ A website and an online presence
- ✓ Honest, lawful marketing
- ✓ Systems that save you hours
- ✓ A dated plan for your first twelve months



ENROLMENT

Enrol in Start Your Business

ENROL IN START YOUR BUSINESS

\$397

AUD · self-paced · lifetime access · includes
the workbook & knowledge check

- ✓ 12 modules, 49 lessons
 - ✓ 45-page companion workbook
 - ✓ Knowledge check & templates
 - ✓ Lifetime access & free updates
 - ✓ Certificate of completion
- 

General education only – not legal, financial, tax or business advice. Confirm specifics at the relevant primary source (business.gov.au, ASIC, the ATO, Fair Work, the ACCC) or with your own qualified adviser.

COMMON QUESTIONS

Common questions

Do I need any experience?

None at all. This course is built for first-time founders, in plain English, from the very beginning.

Is this Australian-specific?

Yes – it’s anchored to Australian rules and bodies. Always confirm current specifics at the primary source or with your adviser.

Is this financial or legal advice?

No. It’s general education designed to help you ask better questions and act with confidence.

How long do I have access?

For life, including future updates. Learn at your own pace, and revisit any module whenever you need it.



NEXUS

BUSINESS MANAGEMENT

Start once. Start right.

Your business, on solid ground.

Explore at nexusbusinessmanagement.au

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