Product Proposal

WEBSITE: 30SECONDTRAINING.COM

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THE PROBLEM

Most employees (if not all) struggle to properly implement Microsoft Word, Excel, Outlook, and PowerPoint (MS Office). My 25 years working with administrative professionals confirms each employee wastes at least 6 hours a day not using Microsoft Word, Excel, Outlook, and PowerPoint accurately.

Imagine for a moment; 15,000 employees, 60,000 employees, 100,000 employees along with millions of gig-workers that work for your agency, all wasting six hours a day by not using Microsoft Office properly. This problem is huge. And no one knows the problem exists but me.

Many company's provide online training programs. 99 percent of these programs go unused as the training is too lengthy, boring, inaccurate, and too complicated to use. Many of these videos are 9 minutes long. Too long.

For 25 years I have helped executive administrators, legal secretaries, and others that use Microsoft Word, Excel, Outlook, and PowerPoint to utilize these software applications properly and more efficiently. My experience in teaching Microsoft Office has provided me this insight to which no one else is privy.
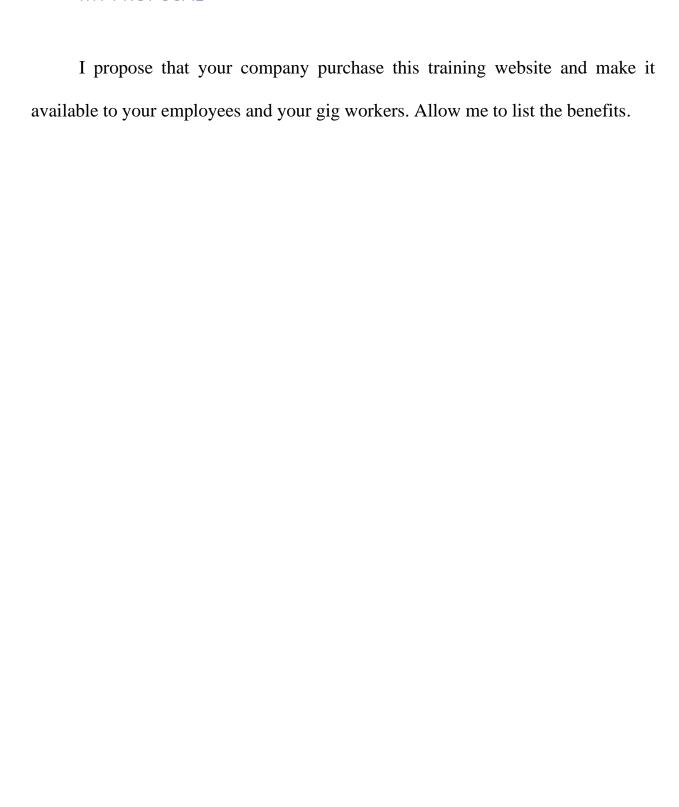
Another problem arises: company employees tell me they are afraid to admit lack of proficiency or to ask their bosses for "better" training because they are worried about losing their jobs. The problem of not knowing how to use the world's

most popular software and a lack of "proper" online training can cause stress for the

employees and a loss of time and productivity for the company.

THE SOLUTION

To help overcome the problems stated above, I have created an educational website. This website uses hundreds of 30-second videos to show employees how to use Microsoft Word, Excel, Outlook, and PowerPoint correctly. Clients that have benefited from my online 30-second video training include multinational corporations, such as Hilton Hotels, as well as many municipalities in California, New Jersey, Iowa, Nebraska, and Florida.

I propose that your company purchase this training website and make it available to your employees and your gig workers. Allow me to list the benefits.

13 BENEFITS TO YOUR COMPANY FROM PURCHASING THE WEBSITE.

Benefit 1: Efficiency

Your regular employees will work more efficiently and productively. The company can use these videos to train its regular employees to use Microsoft Office applications with greater ease, more satisfaction, and less stress. My experience has shown that employees can waste up to 6 hours each day from incorrect use of Microsoft Office!

Benefit 2: Annual Revenue: $1.98 Billion a Year USD (1,635,154,092 EURO)

This website will become a lucrative source of revenue for your company. How so? Once you own this training website, you can charge your gig workers $99 a year to access the training. This will result in a huge annual revenue source for the agency. If you have 20 million freelancers paying $99 dollars apiece, this comes to $1.98 billion dollars USD (1,635,154,092 EURO) of revenue each year.

Benefit 3: Quality Control

Quality control can be a major problem with a "gig" workforce. Sometimes freelancer workers will accept an assignment when their skills are not up to par for that job. This can lead to client dissatisfaction because of deadlines not met and cost overrun. This reflects poorly on your company and can lead to lost revenue.

One way around this problem is to require your gig workers to view the training videos on a weekly business. This way, gig workers become more competent and will fulfill their assignments professionally.

Benefit 4: Less Stress on Your Gig Workers / Employees

By purchasing this training website, your employees will have access to its educational benefits. This guidance will increase their professional confidence, alleviate their stress, and prevent potential mental health issues.

Benefit 5: More Revenue for the Company.

Gig workers can work faster and complete more assignments, producing more revenue for themselves and for the company. Rather than unskilled gig workers taking 3 weeks to complete an assignment, with the help of the training website, they can accomplish assignments in one-third of the time. This means more revenue for your agency!

Benefit 6: Your Reputation will be Enhanced.

Your agency's reputation will expand and become known as the best in the business. Clients will sing the praises of how wonderful, how fast, and how competent your gig workers are. This will bring in more customers and increase the company's market share.

Benefit 7: You Can Track Who Is Accessing the Training. No Guesswork.

Your company can determine who has taken the training, when they took it, and what skills they accessed. These reports will show two things: (1) if a gig worker has watched the required number of videos per week, per month, etc. and (2) if the gig worker is watching the video pertinent to their certification. This information can be used in their personnel evaluations.

Benefit 8: Inspire Your Gig Workers to Increase Their Knowledge and Add Value to the Company.

Many companies that provide online training struggle to get their employees to take advantage of it. One way to ensure that your gig workers watch the training videos is to make the task mandatory. For example, for employees or gig workers to reach the next level of certification, (to get a "badge", or be assigned the term "pro" or "vetted"), they must watch a certain number of videos each week. If they do not view the required number of videos, their chance for promotion is diminished.

Benefit 9: Secondary Source of Revenue

In addition to requiring your gig workers to pay an annual fee to access the educational training, your company will have the advantage of being able to sell the videos to the public. This will be a secondary source of revenue.

Benefit 10: Your Company Will Attract More Gig Workers.

Other agencies do not offer training to their gig workers. Your company will be considered "special" if it supplies Microsoft Office training to its freelancers. This option will be viewed as a huge benefit and an enormous incentive to work for your company.

After your company acquires this training website, your gig workers can use these videos as a "quick reference." Most people cannot recall most of the information they received in a training session. To solve this problem, your workers can use these 30-second videos as their "help desk." This allows them to complete tasks faster and more efficiently.

Benefit 12: More Revenue from Increased Assignments.

Providing your gig workers access to this Microsoft Office training website will produce highly skilled freelancers. They will be qualified to accept more assignments, leading to more job completion, which means more revenue for your agency.

For example, let us say I am a gig worker for your company, and I know nothing about PowerPoint. As I scan the jobs on the website, I notice many assignments that require PowerPoint skills. Because I am a gig worker for your company, I can take a half hour to watch the training videos and develop competence in PowerPoint tasks. That same night, I can confidently apply for gig jobs that are asking for those skills. This results in more money to gig workers, more satisfied clients, and more revenue for your company.

Benefit 13: These Training Videos are Short and Dynamic.

Many training videos are long and boring. People do not like them and will not watch them. A 10-minute video contains too much information for the viewer to absorb. Short, quick, easy-to-watch videos are better because they can easily be repeated when a worker encounters a problem. This results in more efficient job completion and greater satisfaction for clients.

WHY THESE TRAINING VIDEOS ARE THE BEST IN THE WORLD

As previously mentioned, I spent 25 years teaching global clients, such as the Hilton Corporation, and local clients, such as the City of Beverly Hills, how to use Microsoft Word, Excel, Outlook, and PowerPoint properly. That classroom experience taught me the "explanations" that students understand, many of which I have included in the training videos. These training videos also address the follow-up questions students often ask. There is no better Instructor than one that has stood in front of a classroom, for 25-years and has learned the "optimal way" to explain, to convey, and to answer questions. This makes my 30-second training videos thorough and unique.

CREATOR AVAILABLE FOR ADMINISTRATION

Now you might think, "If we buy this website, we won't know how to use it! Too scary!" Do not worry. I have the solution. If you decide to purchase this training website, I will stay on as its "administrator." This will make adoption of the website by your company extremely easy with no complications whatsoever.

INTERNET SECURITY FOR YOUR AGENCY

In using this program, your company's internet security is protected from outside interference because the 30secondtraining.com website is located outside its network. This keeps gig workers off your internal system. This protects the company from dangerous international hackers.

PLEASE NOTE

Please go to 30secondtraining.com and view the sample training. Also, I have sent this product proposal to other agencies, and I will sell this website to the agency that makes the first substantial offer.

Please let me know via email or phone if you are interested in discussing your company's potential acquisition of this unique Microsoft Office video training website. To view the website, go to: 30secondtraining.com

THANK YOU / CONTACT INFORMATION

To view the website, go to: 30secondtraining.com

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