

ALASKA LEGISLATURE SPECIAL COMMITTEE/SUBJECT FILES 8672

3024 SCOMM 137: HOUSE SPECIAL COMMITTEE ON EDUCATION 2005-2006

Lesson Goals

Keep the following general goals in mind as you work through hands-on exploration of the activities and resources presented in this lesson. A selection of the web resources referenced in this lesson is printed in the pages following the text of the lesson and elsewhere in this guide.

- **Identify the Most Useful Email Features**
- **Learn About Listservs**
- **Identify the Ten Top Internet Collaborative Tools**
- **Learn Ways to Build Collaborative Capacity**

Suggested Hands-on Learning Opportunities

1. **Join one new listserv and cut-and-paste a sample message** from this listserv as part of a posting to our class listserv. Include information regarding at least two of the most interesting listservs which you discovered while exploring directories of listservs presented in this lesson. Include a brief description of where you found them and what they offer. Include your candid reaction to the potential utility of listservs along with an accounting of your current and past experiences with listservs.
2. **Send your instructor a one-page write-up** verifying you've reviewed all presented resources in this lesson. Include confirmation that you can use all email features listed in the section below "A. Email Skill Checklist" below and whether you need help learning any of these.

The Vision

Thoughtful use of the incredible efficiency of email, listservs, and other collaborative tools literally allows you the capability for "business at the speed of thought." Add to this the global reach, the convenience of 24 hour, seven-day-a-week delivery, the fact that it is free, and that your competition knows all of this. Now you're in a position to consider how you can leverage the power of email and other forms of Internet collaborations for your own diverse purposes.

Email, Listservs, and Collaboration

A. Identify the Most Useful Email Features

Email Skills Checklist

- **Free Private Email Accounts:** Never use someone else's email account when you can have your own private account. Consider keeping more than one email account if you'd like to keep various arenas of email interaction separate. If you give out your email address on web sites, expect to soon receive dozens of unwanted emails. You can buy CDROM's with 57 million email addresses gathered in this way. "Spam" is unwanted email sent to millions of people without their consent - wasting time and energy. **Let your spouse and kids get their own email accounts free at <http://hotmail.com> and <http://yahoo.com>.**
- **Nicknames:** Did you know most email programs have a nickname feature where you can make a list of email addresses, and give it a nickname, so whenever you want to send a note to the whole listing you just send one message to the nickname and everyone gets a copy? This is not the same as a listserv since they can't send a message to everyone unless they do the same thing you did.
- **Mailboxes:** Did you know most email programs allow you to save any message to one or more mailboxes for later reference? You can create new mailboxes at anytime and this is a great way of archiving and organizing the best resource messages from listservs, family, etc. I save all lesson submission messages for my classes, and archive the best resource messages from several listservs. I have two dozens different mailboxes that I save specific information in for easy retrieval at any time. I can sort the list at any time by name or date, which is very useful!
- **Signatures:** Did you know that your email has a signature feature which causes your email program to automatically attach text to the bottom of every message? This text, called a signature file, can include your contact information, such as your mailing address, work position, and even a line of philosophy or humor.

- **Attachments:** Did you know you can attach any kind of file to an email message? Trouble is, if the recipient of your message doesn't have the right software to view, say a powerpoint file, they will just be frustrated that you sent them a powerpoint file. Never post attachments to listservs for this very reason, and always confirm what software is at the other end before you 'gift' folks with your attachments. Whether Mac or PC, you can tell your computer what software to use to open up a specific file type. Search your HELP features for "file type" to learn how to set this up. Then, when you double click on an attachment, it opens right up into the proper software program. Handy!
- **HTML Messaging:** Did you know many of the newer email programs allow you to send messages in HTML format that will also display web page attachments automatically? You can use stationary templates and send visually exciting multimedia messages, BUT did you know that when you send an HTML message to someone without this software your message looks like garbage? Stick with standard messaging unless you've checked to see that they have compatible email software on the receiving end.
- **What Help Button?** Did you know your email program has a help button that explains the above features, and more, in detail. Oh! THAT help button! All software has detailed step-by-step instructions, and often easy tutorials - hidden under the help button. Explore the index and contents features until you understand how HELP works. Yes, there's a HELP section on using the HELP button, too. Guess where?

B. Learning About Listservs

Begin by Reading "Workplace to Workspace - Using Email Lists to work together online" <http://www.idrc.ca/books/848.html> (Buy the book and support the generous author!) It is short, and easy to read.

Then explore the following listserv tutorials for beginners and the listserv resources at <http://www.liszt.com> Be sure to read their listserv tutorial for beginners at <http://www.liszt.com/intro.html> . Another easy introduction to listservs is at <http://www.topica.com> Select the Tour. Or, search for "listserv directories."

Additional Listserv Tutorials:

Reach for the Sky - Beginner's Introduction to Listservs
<http://www.learner.org/courses/rfts/b4web.htm>

If you search for **listservs AND tutorial*** you'll find long listings of tutorials for listservs. Try this with any other topic and you'll get similar long listings. Here's a couple more listserv tutorials found in this manner:

www.whc.net/whc/support/maillist.htm www.sagrelto.com/tutorial/

C. Ten Internet Collaborative Tools

Select "The Ten Collaborative Tools of the Internet"

<http://lone-eagles.com/collab.htm> from the online Internet Guide's table of contents <http://lone-eagles.com/guide.htm> and review the links under Email and Listservs, spending time reading about Netiquette and listserv basics! Read the "Mailing Lists Handout" <http://lone-eagles.com/mailling.htm> and note the suggestions for listservs to try out.

Some listservs may have been discontinued so you may have to try subscribing to several before you're successful.

D. Educational Online Collaboration

Read the article on the Ten Collaborative Tools for an overview of the possibilities for K-12 use; <http://lone-eagles.com/articles/tencollab.htm>.

Review the tutorials and links for the other Ten Collaborative Internet Tools within the time constraints of this lesson, noting those listed web sites that offer you the ability to create free listservs, free newsgroups, and free web forums. Note that keywords are given for each for the ten collaborative tools which will give you a rich listing of additional tutorials on each of the ten collaborative tools.

We all find the range of collaborative tools overwhelming! Take a break when you feel overwhelmed, and know that you can always return to this outline of tutorials whenever you're ready to learn more. Email and Listservs are by far the most common, so focus on those for now. Web conferencing is the next most important area, with desktop video conferencing becoming more popular all the time, too. How we use collaborative tools in our lives will ultimately be a far more human issue than a technical issue. Online social and writing skills will be very important for our future success!

TIP: You'll find the current trend is online offerings of an increasingly wide variety of free collaborative tools that are easy to use! Explore the many free, private, collaborative services listed at <http://lone-eagles.com/currtrou.htm> and <http://lone-eagles.com/webdev.htm>.

E. Help on Internet Spam, Scams, Hoaxes, and Viruses

Scams are email messages and web sites with insincere intents. Learn more at Scambusters.org <http://scambusters.org>.

Hoaxes are often emailed warnings based on rumors that are untrue. Learn more at Current Health-Related Hoaxes and Rumors http://www.cdc.gov/hoax_rumors.htm Hoaxbusters <http://hoaxbusters.ciac.org/>.

Spam is unwanted email, often associated with Scams. Learn more at Spamcon Foundation <http://www.spamcon.org>.

Viruses are often sent hidden in unwanted email and can wipe out your hard drive, or worse! Find out how computer viruses and worms work by logging onto <http://www.howstuffworks.com/virus.htm>.

You should have a virus protection program running on your computer. You should know to never open an attachment from someone you don't know. Some viruses will automatically send messages to every email address on a person's computer without their knowledge, so even opening an attachment from someone you DO know might contain a virus. Learn more at

Free Virus Software and Related Information <http://www.mcafee.com>.

Hate sites on the Internet

<http://www.bcpl.net/~rfrankli/hate.htm>.

More offensive than any of the above.

NOTE: If you can think of an important topic that should be raised in this lesson, please post it to the class listserv!

The Ten Top Internet Collaborative Tools

See the full listing at <http://lone-eagles.com/collab.htm>

The first two below, email and listservs, are by far the most commonly used, but the remaining options have unique benefits for education and are enjoying increased use as more teachers understand what they offer! An article on the application of these tools for K-12 instruction is available at <http://lone-eagles.com/tencollab.htm> and was published in the Dec/Jan. 2000 issue of Leading and Learning Magazine (<http://iste.org>).

NOTE: The terms used to describe online discussion groups vary widely and continue to change. Here's a single resource to review to appreciate the volume of free web-based collaborative tools available http://www.kmunity.net/Free_Tools/free_tools.html
Thanks to Casey Hughes for creating such an incredible listing! Note that search terms are given for each section below which will provide you with rich listings of additional tutorials and resources!

1. Email
2. Listservs
3. Newsgroups
4. BBSes
5. Web-Conferencing
6. Internet Relay Chat (IRC)/Instant Messaging (ICQ)
7. Muds/Moos
8. IPhone and Internet Radio
9. Desktop Video Conferencing
10. VRML Chat Systems

1. EMAIL - One-to-one private interaction

Tutorials:

Workplace to Workspace: Using Email Lists to Work Together Online

<http://www.idrc.ca/books/848.html> Read these short online essays about using email and listservs! (Buy the book and support the generous author!)

Electronic Collaboration: A Practical Guide for Educators

http://www.lab.brown.edu/public/ocsc/collaboration_guide

An outstanding resource from the U.S. Dept. of Education.

WebTeacher

<http://www.webteacher.org>

One of the best collections of Internet tutorials.

Reach for the Sky

<http://www.learner.org/courses/rfts/b3web.htm>

An online lesson about email basics.

Free Email accounts available at dozens of sites including:

<http://www.hotmail.com> and/or <http://www.juno.com>

Netiquette Guidelines:

Cybernetiquette for kids!

<http://disney.go.com/cybersafety> Educators' favorite.

Good Summary of Netiquette

<http://www.dtcc.edu/cs/rfc1855.html>

*For additional information search for netiquette or email+tutorial**

2. **LISTSERVS - one-to-many public interaction**

Workplace to Workspace; Using Email Lists to work together online

<http://www.idrc.ca/books/848.html>

Take a look at this whole book online about using email and listservs.

(Buy the book and support the generous author!)

Topica Groups

<http://www.topica.com>

Database of 84,000+ listservs plus tutorials for beginners. Create your own free listserv discussion group.

Yahoo Groups

<http://groups.yahoo.com>

Offers free listservs (called groups) and more

Netpals Free Listservs

<http://netpals.lsoft.com>

Free listservs with web-based archives.

<http://tile.net/lists> Another database of listservs.

Reach for the Sky

<http://www.learner.org/courses/rfts/b4web.htm>

*For additional information search for listservs+tutorial**

Listservs, also known as Mailing Lists

Although not all mailing lists are the same, they are similar enough to consider one set of instructions for joining them.

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- A. From the databases of thousands of mailing lists below, select one that you would like to join.

<http://alabanza.com/kabacoff/Inter-Links/listserv.html>

<http://www.cln.org>

<http://www.topica.com> See also <http://groups.yahoo.com>

- B. After you have selected a list, find out the following two things about the list. One, the e-mail address of the mailing list, and two, the formal name of the mailing list
- C. Address an e-mail message to the electronic address of the mailing list. Leave the subject of the message blank or put some "x"s in it.
- D. In the body of the message, type:
Subscribe [listname] [your first name] [your last name]
If your name is Jane Doe, and you are subscribing to a mailing list called ElemTcher, then you would type:
Subscribe ElemTcher Jane Doe
- E. Send the message. After a moment (or perhaps longer) you will receive a message from the list manager computer. The message will welcome you to the list, describing the types of discussions that take place on the list, and how you should participate. This message will also describe how to unsubscribe from the list if you should decide to leave it. **Be sure you keep this information so you can unsubscribe when you want to!**

For more collaboration tools and resources see the Easiest Web Authoring Resources online at <http://lone-eagles.com/webdev.htm> and/or The Eight Levels of Web-Based Expression online at <http://lone-eagles.com/media.htm>

Quickstart Internet Collaboration Awareness Activities

ACTIVITY: Read the following essay on building individual and community collaborative capacity at <http://lone-eagles.com/capacity.htm>

ACTIVITY: Explore the tutorials for the ten top collaborative Internet tools, <http://lone-eagles.com/collab.htm>. Read the article on educational uses of the ten collaborative tools; <http://lone-eagles.com/articles/tencollab.htm>, noting that the first two, email and listservs, are the primary ones most people use.

ACTIVITY: Get connected with your peers; **Join a Listserv**; explore the discussion groups at: <http://www.liszt.com> **Note:** There are quality, easy-to-read, instructions at this site for those new to listservs, (also called mailing lists.)

ACTIVITY: Check out the following project-based learning tutorials which include guides for project-based learning activities and planning and implementing web projects! **Review the Project-based Learning Resources** <http://lone-eagles.com/pbl.htm>

ACTIVITY: Explore the K-12 project directories and programs at http://lone-eagles.com/projects_tour.htm to appreciate the quality and diversity of "ready-to-go" collaborative activities!

ACTIVITY: Go to the Global Schoolhouse - <http://www.gsh.org>. Select Professional Development, then select and read "**Harnessing the Power of the Web.**"

ACTIVITY: Explore the following cultural resources and innovations, and the online course resources, in consideration of what you might teach online!
<http://lone-eagles.com/multicultural.htm>
<http://lone-eagles.com/culture.htm>

Building Collaborative Capacity – A Web Tour

"Life" is life's own purpose, to grow, to aspire to a greater level of organization and understanding, empirically the same for a blade of grass or a human being.

Growing Capacity for New Ideas

When we're born, the cells in our brains have weak interconnections, but as we're stimulated through our senses by the world around us, the interconnections between individual brain cells are strengthened and create meaning as we learn to interact with the world around us. As we grow and gain more experience, we become capable of greater and more complex ideas and expand the variety of ways we can interact with the world around us.

As citizens within a community, we're like cells in a brain; as we exercise our ability to interact, share information, and create new ideas with those around us, we become progressively more capable to create even greater ideas.

Growing Individual and Community Collaborative Capacity

Assessing one's own individual collaborative capacity outside the use of technology might include a review of one's ability to create positive interactions with others, the ability to teach and motivate others, and the ability to coordinate purposeful action-oriented activities. Just how we might use the Internet to expand and empower our abilities to help and work with others is a combination of availability of the tools, the knowledge of how to apply them effectively, and an understanding of how to motivate others.

Using Internet search engines and existing self-directed Internet learning resources can allow an individual to learn anything at anytime. This capability has never existed before.

A community's collaborative capacity might be measured by the collective understanding of the processes by which members can work together effectively. A commonality of language, understanding, goals, and appropriate methods would all be factors to consider. If a community shares a clear understanding of what needs to happen, and exactly how to go about making it happen, the hardest part is over and everyone can get to work. An ideal situation would be for a community to learn together the most effective collaborative uses of the Internet collaborative tools and to put them to use without delay. Such is our joint challenge!

Today, many communities consist of members who have moved in from diverse cultures and locations, thus creating the need to establish a common ground of understanding before members can work together effectively to achieve common

goals. New skills must be learned to create the social information infrastructure with the intelligence to make good things happen on behalf of the community.

For additional ideas on building collaborative capacity, you're invited to read the articles on "**Building Learning Communities**" <http://lone-eagles.com/teled.htm>

Youth-Based Community Problem-Solving Models

Youth today are key change agents and technology leaders in most communities and cultures. An Internet search for "youth and entrepreneurship" will result in long listings of programs leveraging the skills of youth on behalf of their communities. Junior Achievement, www.ja.org, and 4-H programs, www.4-H.org, have been dramatically empowered by the informational and collaborative resources the Internet provides. Viable, home-based businesses are booming as a result of the Internet and web-based marketing.

Youth literally embody the future of their communities. Accordingly, they must be part of inventing the means by which they will be able to remain as contributing citizens in their communities.

Many K-12 classrooms are now learning these new skills through participating in project-based learning Internet activities. **Project-based Learning (PBL)** has emerged as a structured collaborative activity model to teach collaborative skills by creating action-oriented problem-solving group-learning activities. Many of these activities intentionally involve the community and community issues because the role of schools is to grow good citizens.

Three great resources on project-based learning (PBL) are available along with PBL models (Webquests, Thinkquest, and Cyberfair.)

Three of the most significant PBL models will be described briefly, followed by discussion on what an ideal project might look like incorporating the best of all three models.

Thinkquest

Thinkquest is one such PBL activity, where teams of three students, from 4th grade and up collaborate via the Internet to create instructional web pages to help other kids worldwide learn. Over 5,000 high quality web sites are posted for your review, along with downloadable software and tutorials with which you, too, can learn to create quality instructional web sites!

There are now over 5,000 quality instructional web sites created by students posted at the Thinkquest web site: <http://thinkquest.org/library/> Listed by subject area, this resource is exciting for teachers in that the resources are ready to use. Students are especially motivated when they learn the web sites are student-created. The Thinkquest main web page is <http://www.thinkquest.org>

Cyberfair

Cyberfair (go to <http://www.gsh.org> and select Collaborative projects, then Cyberfair,) is a project-based competition for students of all ages, sponsored by MCI and Cisco Systems, that offers a structured opportunity for students to create web pages showcasing school and community synergies among eight categories. Many Elementary school entries of extraordinary quality make the point that even very young students can participate. The students literally feel they are championing the cause of their cultures and develop great pride in their multimedia depictions of their local community and culture. It is strongly recommended that you review examples of each of the following categories in the winners listings!

- * **Local Leaders**
- * **Community Groups and Special Populations**
- * **Business and Community Organizations**
- * **Local Specialties**
- * **Local Attractions (Natural and Man-Made)**
- * **Historical Landmarks**
- * **Environmental Awareness**
- * **Local Music and Art Forms**

Webquests

A wonderful model for developing your own community project-based learning activities: <http://school.discovery.com/schrockguide/webquest/wqsl1.html>
Read about why teachers love WebQuests! Select the slide show!

In a typical webquest activity, students would use the Internet to access specific information on a defined topic, researching first as an individual, and then engaging with others in a defined small group activity to share their research results and integrate them with those of others. The activity ends with a group presentation and often creation of a web page with the research findings. Linking such activities to real world problems and issues makes this model extremely important and relevant as a necessary trend in education. Duration of a Webquest activity can be from 2-3 class periods up to several months.

The Official Webquest homepage, <http://edweb.sdsu.edu/webquest/webquest.html> offers teachers a highly customizable format for creating their own online projects. Online recertification courses for teachers are available during which they will create their own webquests and then post them on the Internet. Rich collections of teacher-created webquests are available via web pages created as a result of these previous classes, giving teachers a model for sharing their creative lesson plans with other teachers.

Example Webquests From Inservice Courses (Teacher-Created)

<http://edweb.sdsu.edu/webquest/matrix.html>

This site contains dozens of "ready-to-go" collaborative classroom activities for all ages listed by grade level and topic!

One unique feature is that in addition to extensive training materials and examples, template outlines are available allowing teachers to quickly author original webquests with minimal time and effort.

Teachers can use template web pages to easily design their own projects.

Tutorial on designing WebQuests

<http://edweb.sdsu.edu/webquest/materials.htm>

Extensive resources for easily creating web-based curriculum.

Teachers' WebQuest template

<http://edweb.sdsu.edu/webquest/LessonTemplate.html>

Just edit this template web page to create your own WebQuest in minutes!

Student templates are also available.

Envisioning the Ultimate Community Youth Project

The best elements of Thinkquest, Webquest, and Cyberfair suggest an emerging model for the future.

Consider taking Thinkquest's **CD-ROM model** of providing a robust and complete collection of software and tutorials on a CDROM focused on a motivating competition for youth to create quality instructional web sites and combining it with the **step-by-step training and template model** of Webquest. Then combine with these the **'real world problem-solving' community-based model** of Cyberfair and you have many powerful elements to generate content and instructional mentoring opportunities for your community. This community collaborative capacity-building competition model which can potentially engage a broad cross-section of local citizens in creating beneficial quality web-based content and instructional resources for all concerned.

Youth today represent the first generation to grow up with computers. Youth are the key change agents and technology leaders in most homes, communities, and cultures, worldwide. "**Culture Club**" is a concept paper which articulates a related methodology of involving youth and community members of all ages in creating mentoring opportunities and instructional resources tailored for local citizens.

<http://lone-eagles.com/cultureclub.htm>

A Community Internet Self-Empowerment Model

More and more communities are investing in the Internet at higher and higher speeds. Some clarifications are emerging regarding the real challenges in producing the desired outcomes for which the technology itself presents only the first step.

The ideal community self-empowerment vision is that once the Internet access becomes available, inspired citizens will immediately visualize their opportunities by becoming self-directed lifelong learners, proactive entrepreneurs, and/or innovative skilled collaborators by creating new social and economic value for their communities. The ultimate goal is an educated democracy with citizens producing a balance of local and global contributions, working together to fight information overload, accelerating change, and increasing uncertainty to create a safe, happy, sustainable community.

The goal is for everyone to be motivated and empowered at the highest levels possible. Community projects are needed which can demonstrate in concrete terms how to quick-start the highest levels of community benefits with the least overall costs in time, effort, and prerequisite literacy. Where such model communities don't exist, we need to create them. The resultant storytelling will inspire others to construct their own vision and a real plan for the mobilization of their own community's collective will.

A short-term community project involving educators, students, citizens and local businesses is proposed with the goal being creation of a methodology for initiating ongoing public self-assessment for community Internet empowerment as well as producing local online content created by large numbers of local citizens. Many realistic student-driven community activities for students to initiate interaction with their community, to gather content for local web display, to raise community awareness about the genuine opportunities the Internet represents are detailed at **The Bootstrap Academy** <http://lone-eagles.com/academy.htm>.

The following three main themes can be supported in many ways depending on the unique personalities of a particular community. In one community educators and students might be in a position to demonstrate leadership, in another economic developers might create a community learning initiative.

1. **Vision: Create appreciation for the power of a shared vision for specific community benefits** potentially realized by everyone working together toward the common goal of defining how the Internet can help empower the local community. **Articulate online an ideal vision for community Internet empowerment** for your community. List online local innovations and stories of current successes, and future possibilities to inspire all who see them.
2. **Sharing Resources: Create appreciation for the value of local web posting of carefully selected high value Internet resources** by multiple citizens for healthcare, Ecommerce, parents, women, youth, seniors, etc. **List replicable innovations and resources from other communities and Internet sources** as

models to inspire local creativity and validate the potential for your community.

3. **Peer Mentoring: Create appreciation for the role Internet can play linking citizens with each other** through creation of mentoring and knowledge sharing opportunities both online and offline. **List local mentors, and the topics of expertise they offer** and create social incentives of recognition for those who share their knowledge with others. Help enlist new mentors by showing them how to gather links to create topical web resources to share with the local community. Create opportunities for people to gather in person to see what others are doing with the Internet. Make the possibilities visible to all.

Level Four:

Learning-to-Earn for Sustainable Communities (The Power of Building Online Communities)

CONTEXT: This level of "**Citizenship and Enlightened Expectations**" presents the highest level of benefits, but is also the most difficult to understand, particularly without the direct hands-on experience of the previous levels.

Expectations increase with experience. As you gain experience using Internet collaborative tools, it soon becomes clear that there is incredible untapped potential for working together with others as a good citizen, both locally and globally.

We're seeing many organizations using the web for advocacy for their cause and for activism to take organized action toward specific goals. A course in **virtual activism** is found at <http://www.netaction.org/training> and a database of **activism websites** is found at <http://www.webactive.com>. It is a fact, that transnational activism, working with others online globally to advocate a cause, such as human rights, is dramatically on the rise!

Involvement in the process of identifying emerging needs, and meeting those needs with genuine value and services, can be taught through a project-based approach to real community issues and problems. Due to the Internet's increasing efficiency and popularization, new opportunities with a global significance and reach are being continually created. One only has to look at those who are successfully providing services and products via the Internet to see why home-based businesses are flourishing.

With the very nature of work changing, as youth grow up, they will need to identify new processes for identifying emerging work opportunities in their communities. The jobs they will likely perform in the future may not exist today.

We're already seeing many online businesses realizing the value of online collaboration and they are inventing new collaborative capabilities to enhance their web sites. Free Ecommerce web sites are now available to anyone! (Listed at <http://lone-eagles.com/webdev.htm> and <http://lone-eagles.com/entrelinks.htm>)

While the Internet itself can indeed be a window of unlimited opportunity, one must develop the capacity for envisioning that which is yet to come. These emerging trends are typically based on common sense application of the new capabilities to meet existing needs as the Internet evolves.

Lesson Goals

Keep the following general goals in mind as you work through hands-on exploration of the activities and resources presented in this lesson. A selection of the web resources referenced in this lesson is printed in the pages following the text of the lesson and elsewhere in this guide, particularly in Section Four.

- **Relate Mentoring Skills to Their Importance for Distance Learning**
- **Relate Mentoring Skills to Community Networking Opportunities**
- **Explore Mentoring, Ecommerce, and Community Networking Resources**

Suggested Hands-on Learning Opportunities

1. **Review the 'Mentoring Online' course at**
<http://www.learner.org/courses/rfts/> Select "Lessons."
Read the section on characteristics of adult learners.
2. **Review tips on moderating online discussions and related mentoring resources at**
<http://lone-eagles.com/curr4.htm>
3. **Send your instructor a one-page write-up** explaining three of your favorite resources and your thoughts about how you might use these resources.
4. **Optional but recommended. Create your own listserv and/or web conference** at one of the sites offering these free collaborative capabilities listed at <http://lone-eagles.com/webdev.htm> **Engage a small group in a purposeful online discussion and/or explore teaching specific skills.**

The Vision

Online collaborative tools make it very easy to support others, even many others, with convenience and efficiency. Supporting others in a service economy is fundamental to successful Ecommerce. So is providing online training. Developing skills for creating and sustaining effective online relationships is vital at all levels. You'll learn more new strategies by reviewing the collaborative innovations of

your competition.

Online Mentorship Key Issues

If instructional content is provided in a self-directed format, and an individual needs someone to motivate and monitor the instruction, this role does not necessarily have to be performed by a expert in the content area. An online mentor's role is primarily to encourage, motivate, and monitor the individual's learning, and can be performed adequately by a peer or someone without previous expertise in the content area.

There is no upward limitation of the degree of benefit a person can receive from a mentor who has Internet access and information retrieval skills.

Research into just what online mentoring is, and can become, is a rapidly evolving area of interest, upon which the future of effective distance learning depends. Building learning communities around the theme of ongoing lifelong learning requires an approach more familial and social than the traditional educational disciplinarian approach. In today's world, we can't afford to let anyone fail due to lack of mentoring assistance, most certainly not in our own families! From a cultural standpoint, whom we support in this way defines who we are and what we believe in. Online support can indeed be warm, personal, and ongoing in ways many of us have never experienced, but will, and soon!

An online course titled "**Mentoring Online**" at <http://www.learner.org/courses/rfts/> (select "Lessons") demonstrates a dual format for online courses allowing for both self-directed and mentored formats.

Distance Learning Key Issues

While the ten dominant Internet collaborative tools have great potential for providing distance learning services with great scalability and economy, these tools are so new that the general understanding of most people regarding the most effective teaching methods for each respective technology option is usually minimal. As a rule, if an individual is motivated to learn, and the instructional content is available in a self-directed format, great numbers of people can learn with minimal interaction with an instructor. This "self-directed learning" model demonstrates the greatest overall economies and scalability.

Individuals requiring an instructor to motivate and monitor their online learning will be faced with the very new experience of creating and sustaining a relationship through Internet collaborative tools. Measurement of the effectiveness of creating, sustaining, and growing a meaningful mentor-mentee, or citizen-to-citizen, relationship is still a largely unexplored frontier because the quality of a distance learning experience depends heavily on the level of trust of this very human relationship.

A. Review a Simple Community Mentoring Model

While reviewing the following alphabetical topical listing of volunteer mentors, think about how your community could benefit and what services you could offer for free or potentially for profit.

The Ask A+ Locator

<http://www.vrd.org/locator/alphalist.shtml>

An outstanding resource from the U.S. Dept. of Education. Dozens of sites welcoming emailed questions from teachers! **A great model for a local mentoring program; simple and effective.**

Review other Mentoring Models at <http://lone-eagles.com/mentor.htm>

B. Ecommerce and Community Networking

In the readings and links provided by the online course "**Rural Ecommerce and Telework Strategies**" you'll find many extensive listings of resources for both Ecommerce and community networking. Watch for references to collaborative services and tools. In short, we have more tools than we have the expertise to know how to use them optimally.

More and more Ecommerce possibilities relate back to the core limitation of the current skill level of potential customers. Tied to this is the tension of providing free training to support the public good, or being limited to providing training related directly to for-profit activities. **The key point to keep in mind is that it is good business to support the social good in highly visible and effective ways. Watch your competition's web-based innovations to learn the advantages of this strategy.**

More and more Ecommerce businesses will be exploring how to best train customers in the use of those collaborative tools which allow their businesses to provide better services. Providing customers with free web tools and training related to these services is becoming very competitive. **You can see this trend with the My Yahoo Page services at <http://yahoo.com> and My Ebay page services at <http://www.ebay.com>. This is only the beginning!**

Resources to Explore

Advanced Ecommerce Collaborative Tools
See the Unique Ecommerce Services section of
the Ecommerce Start-up Training Web Tour

<http://lone-eagles.com/entrelinks.htm>

While many of these services may first appear to be complex and overwhelming, watch for their application by other Ecommerce businesses to monitor those which are proving to be effective. Many businesses focus on providing services to make it as easy as possible for you to implement these tools efficiently.

Building Learning Communities Web Tour

<http://lone-eagles.com/teled.htm>

An extensive listing including two online courses for educators. In addition, there are tips for grantwriting, tutorials, funding sources, and grant templates.

**Community Internet Empowerment Resources
for Rural Idaho Communities**

<http://lone-eagles.com/ruralempowerment.htm>

Extensive resources on developing community collaborative capacity

Community Networking Clearinghouse

<http://lone-eagles.com/community.html>

The best ideas and resources from dozens of community networks and related organizations.

- C. Review Guidelines for Effectively Moderating Online Discussions
and related mentoring resources at <http://lone-eagles.com/curr4.htm> This lesson
"Online Collaboration to Support Online Instruction" is from the graduate
level course for educators "Designing K-12 Internet Instruction,"
<http://lone-eagles.com/currmain1.htm> offered by Alaska Pacific University.

Quickstart Community-Building Awareness Activities

ACTIVITY: Explore the following 'Building Learning Communities' Web Tour resources, and the full listing at <http://lone-eagles.com/teled.htm>

ACTIVITY: Explore the following E-business Start-Up Training Resources Web Tour and the full listing at <http://lone-eagles.com/entrelinks.htm>

ACTIVITY: Explore the following Community Networking Resources and the full listing at <http://lone-eagles.com/community.html>

ACTIVITY: Explore the following Electronic Democracy resources and the full listing at <http://lone-eagles.com/democracy.htm> to appreciate existing resources for citizen activism, home businesses/telecommuting and community networking!

ACTIVITY: Explore how various causes and organizations are empowering themselves using the Internet at <http://www.webactive.com> <http://www.netaction.org> Think about the implications for your own impact on the world via Internet during your lifetime!

ACTIVITY: Review the Good Neighbor's Guide to Community Networking at <http://lone-eagles.com/cnguide.htm> and be sure to read Chapter 2 "Making a Difference" at <http://lone-eagles.com/chap2.htm> See also the Community Network Planning Guides at <http://lone-eagles.com/chap11.htm>

ACTIVITY: Review the Rural Community Internet Empowerment resources at <http://lone-eagles.com/ruralempowerment.htm>

Mentoring Models and Resources

See the full web tour at <http://lone-eagles.com/mentor.htm>

- **Telementoring Tour by Margaret Reil**
<http://www.gse.uci.edu/CCRE/telelearning/tmentor.html>
A robust listing of telementoring projects and resources.
- **Texas TENET's E-mentoring/Teletutoring Resources**
<http://www.tenet.edu/volunteer/telem.html>
Extensive listing of mentoring resources and programs.
- **Ask A+**
<http://www.vrd.org/locator/alphalist.shtml>
An **outstanding resource** from the U.S. Dept. of Education. Dozens of sites welcoming emailed questions from teachers! **MUST SEE!!**
- **About.com**
<http://about.com>
A commercial service offering free human mentors by topic. Extensive!
- **Electronic Emissary**
<http://www.tapr.org/emissary>
Linking students with experts! Includes articles on successful mentoring. Created by Dr. Judi Harris; jbharris@tenet.edu as are the next three.
- **Telementoring Resources on the Web**
<http://emissary.ots.utexas.edu/emissary/telementoring-resources.html>
- **New Teacher Mentoring / WINGS:**
<http://emissary.ots.utexas.edu/wings>
- **K-12 Telecomputing Models:**
<http://ccwf.cc.utexas.edu/~jbharris/Virtual-Architecture>
- **Ask an Expert**
<http://www.askanexpert.com>
- **International Telementor Program**
<http://www.telementor.org/index.html>
- **Mentorgirls**
<http://www.mentorgirls.org>
A grass roots, community outreach program connecting women in industry with girls in our communities and schools. Many great resources!
- **Emath mentoring program**
<http://www.ed.gov/pubs/emath>
Includes listing of other mentoring programs.

- **Ask Dr. Math**
<http://mathforum.org/dr.math>
- **Telementoring Web: Adult Experts Assisting in the Classroom**
<http://mbhs.bergtraum.k12.ny.us/mentor/index.html>
- **MentorNet Program**
<http://www.mentornet.net/Documents/Program>
This is a mentoring network designed to pair women who are studying engineering or science at 75 different universities with professional scientists and engineers. Many good mentoring links and guides.
- **CLEO: Collaborative Learning Environment Online**
<http://cleo.terc.edu/cleo/cleo-home.cfm>
- **TECFA - University of Geneva "Training Technologies and Learning" Resources** <http://tecfa.unige.ch/>
French and English. Great resources!
- **Educational Development Corporation**
<http://www.edc.org>
Many mentoring programs and collaborative research initiatives
- **Guide to online mentoring and federal computer recycling program**
<http://computers.fed.gov>
- **Kansas Collaborative Research Center Network**
<http://kancrn.org>
See their great listing of mentoring literature at <http://kancrn.org/mentors/>
- **Native American Mentoring Project**
<http://www.minorities-jb.com/native.htm>
- The **MECHA** migrant technology project offers a Mentoring Guidelines Handbook at <http://mecha.barry.edu/staff/mentor.html>
- The **CompuMentor** program offers a mentoring handbook with emphasis on technical support through developing volunteerism programs. CompuMentor focuses on providing technical support to non-profits and schools that can't afford to pay for such services. <http://www.compumentor.org>
- **The New Teachers Center**
<http://www.newteacherscenter.org>
- **Tutor Mentor Connection**
<http://www.tutormentorconnection.org>
Includes a database of mentoring resources and programs.

Lone Eagle Consulting's Best Online Learning Resources

- **Self-Directed Learning and Adult Literacy Web Tour**
<http://lone-eagles.com/webtour7.htm>
- **Free Learning and Other Freebies Web Tour**
<http://lone-eagles.com/freebies.htm>
- **Online Courses and Learning Pathways**
<http://lone-eagles.com/self.htm>
- **K-12 Online Courses**
<http://lone-eagles.com/courses.htm>

Internet Training Resources

See the full web tour at <http://lone-eagles.com/training.htm>

- **Unganisha Internet Training Resource Directories and Courses**
<http://www.bellnet.org/itrain/links.cfm>
A large international clearinghouse. An incredible place to start!
- **World Links for Development Program (WorLD) Internet Training Materials**
<http://www.worldbank.org/worldlinks/english/training/world/index.html>
Another outstanding international clearinghouse for Internet training.
- **Basic Internet Tutorials**
<http://library.albany.edu/internet>
Basic Internet tutorials from the Univ. of Albany
- **PBS Guide to Understanding and Using the Internet.**
<http://www.pbs.org/uti/begin.html>
A well organized beginner's guide to the Internet.
- **Learn The Net**
<http://learnthenet.com>
A broad range of self-teaching Internet tutorials in five languages.
- **American Library Association Basic Internet Skills Courses**
<http://www.ala.org/ICONN/onlineco.html>
ICONNect offers a variety of free online courses designed for different levels of ability in using the Internet.
- **ATT Learning Network Internet Training Resources**
<http://www.att.com/learningnetwork/teachers>

- **Pitsco Technology Education Web Site**
<http://www.pitsco.com>
- **Providing help with the latest products in technology education. Includes a helpful list of plug-in's (helper applications) at**
<http://www.pbs.org/uti/helperapps.html>
- **Teaching Teleapprenticeship Project**
<http://www.ed.uiuc.edu/TTA>
The Teaching Teleapprenticeship Project, from the U. of Illinois, is developing and evaluating innovative teacher education models.
- **Glossary of Internet Terms**
<http://www.matisse.net/files/glossary.html>
Here's a comprehensive list of the Internet Literacy Consultant's best Internet terms. Learn the lingo.
- **Polaris Tutorials**
<http://www.provide.net/~bfield/polaris/index.html>
A good collection of beginning Internet tutorials.
- **TECFA - University of Geneva "Training Technologies and Learning Resources"**
<http://tecfa.unige.ch/>
French and English. Great resources.
- **Ziff-Davis Publishing Tutorials**
<http://www.learnonline.com>
45 classes, 39 tutorials for a flat fee of \$7.95/month
- **Qwest's Colorado Teacher Training Tutorials**
<http://www.uncwow.org>
Very neat and to the point tutorials!
- **SNOW: Special Needs Opportunity Windows**
<http://snow.utoronto.ca/courses.html>
Adaptive Technology, Learning Styles, and Classroom Management Skills online courses.
- **Computer-Mediated-Communications Information Resources for Educators**
<http://www.december.com/cmc/info/index.html>
- **Trainer Tutorial from Lone Eagle Consulting**
<http://lone-eagles.com/trainers.htm>
- **See also the online courses and resources for Building Learning Communities at**
<http://lone-eagles.com/teled.htm>

SECTION THREE - ESSENTIAL ECOMMERCE AND TELEWORK STRATEGIES

Course Description and Registration for Rural Ecommerce and Telework Strategies

Course Description

This is an online Internet course designed specifically for non-technical learners as a first online learning experience. This non-credit mastery learning online course offers ten two-hour lessons covering the basic concepts, skills, and trends for rural Ecommerce, Internet entrepreneurship, and Telework employability.

Hands-on activities provide for exploring many of the best Ecommerce and Telework training materials, resources, and replicable models available - from which you'll easily be able to determine the resources best suited for your continued self-directed learning.

Who Is It For?

- Young and old interested in learning essential Internet entrepreneurship, ecommerce, and telework readiness skills - to allow them to remain in, and sustain their rural communities
- Community leaders seeking way to promote the products, services, and resources of their community
- Community organizations seeking to create community Internet skill-building and mentoring programs, local web-based content, and establish ecommerce incubators, community network inclusion programs and grantwriting initiatives
- Existing businesses wanting to learn to use the web to market their products and services, monitor their competition, and stay current with web Ecommerce innovations
- Economic developers searching for local and regional development innovations from around the country and overseas
- Those who wish to create a web-based resume to advertise their skills on the web
- Everyone interested in helping build learning communities for social and economic benefit

CORRECTION

THE FOLLOWING DOCUMENT(S)
HAVE BEEN REFILMED TO
ASSURE LEGIBILITY OR PAGINATION



Central Microfilm Services
Department of Education & Early Development
State of Alaska

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- **Economic developers searching for local and regional development innovations from around the country and overseas**
- **Those who wish to create a web-based resume to advertise their skills on the web**
- **Everyone interested in helping build learning communities for social and economic benefit**

For Individuals:

Do more than just catch-up - Leapfrog ahead! This unique mastery learning online course is designed specifically for those who have never taken an online course to:

- **Learn How to Become a Self-directed Internet Learner**
- **Learn the Four Essential Ecommerce and Telework Readiness Skills**
- **Learn the Best Fast-track Ecommerce and Telework Strategies**
- **Receive an Ecommerce and Telework Certificate to Qualify to Become a Paid Online Mentor**
- **Establish an Online Resume to Post on the Web**

For Communities, Businesses, and Organizations:

- **Create a Local Train-the-Trainers Program**
- **Create a Local Peer Mentoring Program and Web-based Content**
- **Learn How to Generate and Sustain Meaningful Online Collaboration**
- **Learn How to Create a Cost-Effective Ecommerce Incubator**

This unique online course is designed to allow communities, businesses, and organizations to create their own Train-the-Trainers and peer mentoring programs, relevant web-based content, and meaningful online collaboration. Building learning communities for social and economic benefit requires getting people involved and motivated!

A Unique Assessment-Based Approach

The Ecommerce course and certification is designed to develop an accurate self-assessment of individuals' and communities' current skills and to develop a defined pathway for continued skill and strategies development. The goal is to develop realistic personal strategies based on the best knowledge and resources available.

This course focuses on becoming aware of opportunities. The certification program includes skills checklists for self-assessment as well as guidelines for posting one's skills on a web-based resume. **This course is designed to be an enjoyable, fun-social-learning experience.**

While course handbook provides many useful resources, the experience of participating in the online course offers -

Specific Course Benefits:

- **Ongoing peer interaction and resource sharing via the class listserv (online discussion)**
- **Access to expertise - Regular resource updates from the Instructor and the opportunity to ask questions**
- **Learning to become an online mentor and how to effectively moderate online discussions.**

Those without a product to sell will learn how to turn what they learn into a marketable service product. Those who receive their certification will qualify to become paid mentors helping others learn online.

Here is a sample of the quality and range of resources explored throughout this online learning adventure.

Ecommerce Start-up Training Resources

<http://lone-eagles.com/entrelinks.htm>

Course Outline for "Rural Ecommerce and Telework Strategies"

<http://lone-eagles.com/ecommmerce-outline.htm>

How Does It Work?

All you need is a computer, basic point and click skills, a means of getting on the Internet and your own email account, (free at <http://hotmail.com> or <http://yahoo.com> or <http://email.com>.) This course is presented in a **mastery learning format** that means you master the skills as you "learn by doing".

An optional printed handbook "Ecommerce and Telework Strategies - A Self-directed Learner's Internet Guide" containing all the lessons, web resources, and skills activities is available for \$15, plus \$2 shipping.

Basic computer literacy skills are strongly recommended. However, if your computer skills are weak, you may need extra patience with yourself and your computer. You'll need to understand that most things with computers and the Internet are easy, once you know how, and **patience and perseverance are the keys to success** during the initial confidence-building process, particularly if you're still nervous around computers. **When you have questions, you're invited to email your instructor and/or post a public question on the class listserv.**

The most important thing you'll need to bring to this class is a good attitude and a willingness to explore new possibilities during this online learning adventure.

Success is guaranteed. Your instructor won't give up if you don't!

If you're feeling nervous, just partner up with someone locally to share the experience. If you'd like an online peer mentor to help you along, we'll do our best to find one for you. If you're feeling confident, then jump right in!

Exploring the new capabilities presented in the course lessons will build your confidence. You will soon be able to learn anything you want, at anytime, from anywhere. Selected readings are included in each lesson to share the insights of others, and build your vision for new possibilities.

To learn about Internet collaboration you're strongly advised to take advantage of the opportunity to interact with others through the class listserv (online discussion). **If you've never participated in a listserv discussion, you'll soon learn how easy it can be.**

Course Instructor: Frank Odasz, Lone Eagle Consulting

Email: frank@lone-eagles.com

Web Site: <http://lone-eagles.com>

Resume and Biography

<http://lone-eagles.com/articles/frank.htm>

Course Format

Each lesson is presented in the following format:

Lesson Goals - A checklist of what you'll learn in each specific lesson.

Hands-on Activities - Activities to build your confidence, skills, and knowledge

Recommended Readings - Specific readings, including exceptional web sites

Submissions Required for Certification - Specifics on what to submit for certification

Optional Skillbuilder Activities - Additional resources and hands-on activities

The Ecommerce and Telework Certification

A certificate of completion will be awarded to those who complete the required assignments for all of the ten lessons. This certification will validate your ability to demonstrate the essential Ecommerce and Telework skills. In addition, you will qualify for employment as a paid mentor authorized to mentor others through this course at the rate of \$20 per mentee. During the course, you'll learn to create a web-based resume to advertise your acquired skills on the web.

Paid Mentorship Opportunities

All those receiving the certification will qualify for opportunities to serve as a paid mentor helping others through the ten lessons. Anyone you bring to the course will automatically become your mentee and you will receive priority consideration for those registering from your community.

Additional mentees will be assigned in the event that more people sign up for the course than the instructor feels able to handle efficiently. This paid mentorship program creates the opportunity for creating a sustainable local mentoring program within the local community.

During the course, mentors will learn how to create and maintain a basic web page. To be paid you will be required to maintain a simple personal web page hosting relevant resources you have gathered, an ongoing account of your mentoring experience and existing skills, and a short biography. This electronic portfolio will serve as your online resume for other job-finding purposes.

The quality of your electronic portfolio will be a factor in the assignment of mentees. As an authorized mentor, you will receive special resource updates and training opportunities. You will be encouraged to create your own courses of instruction based on the basic format and fee structure of this course for potential delivery through the Idaho State University customized training office.

Course Costs:

\$39 for ten two-hour lessons.

This is a mastery learning non-credit online course. You can begin at anytime and work at your own pace.

To Register for the Course:

Call the Idaho State University College of Technology customized training office
PH: 208-282-3372 Or Register online at <http://continuinged.isu.edu> (Click on the course title)

Welcome to Rural Ecommerce and Telework Strategies

Note: Before continuing, be sure you've read the **Course Description and Registration information.** <http://lone-eagles.com/ecommerce-registration.htm>

Getting "IT" **(The Benefits of Information Technology Skills)**

With the Internet, many of us definitely feel we're not getting "IT." If you've ever been accused of not getting "IT," you may well have been wondering just what the "IT" was that you weren't getting. There are three "ITs" this course will focus on. The first "IT" is Information Technology and understanding its real possibilities. The second "IT" is Intelligent Training - modeled in this course as fun, social, to-the-point learning focused on tangible outcomes. The third "IT" is Innovative Tenacity. Given the technology and application skills, you'll be challenged to be innovative and proactive in order to unlock the real potential.

Information Technology

- Convenient Access to a PC and Internet
- Basic Computer and Internet Awareness and Literacy
- Understanding the Best Affordable Technology Options

Intelligent Training

- An Appropriate Context and Overview of What's Possible
- Short and to the Point Instruction on What You Most Need to Know
- Focused on the Best Possible Short-Term Results
- Targeted Access to Best Resources and Online Web-Based Tools

Innovative Tenacity

- Developing Your Willingness to Explore and Experiment
- Developing Your Ability to Identify Trends and to Be Looking Forward
- Developing Your Readiness to Build Upon Proven Successes
- Your Determination to Become a Proactive Self-Directed Internet Learner

Important Tips for Conducting the Lessons

It is recommended that you print each lesson for easiest reading and keep your lessons in a binder. This allows you to make notes on each lesson and to write down the web addresses you will want to return to later. Read each lesson and the recommended readings at least once before exploring the presented web addresses

using your web browser. Note that the online lessons will be frequently updated and it is recommended you regularly check the online versions for updates.

The hands-on activities will be the most important part of each lesson, but you'll find it is easy to lose track of time exploring all the great resources. Please consider limiting yourself to the recommended amount of time given for each web tour the first time through to gain a good overview of the quality and range of resources available. The lesson goals are presented as general goals to guide you in creating your own personal strategic plan for your ongoing learning. The most powerful part of this course will be the exploration of the presented web resources from which you will build your own knowledge as well as your own web tours.

After the lesson is completed within the recommended two-hour timeframe, you are welcome to spend all the time you want exploring these resources in depth. Ask questions whenever necessary either privately of the instructor or publicly via the class listserv (online discussion). **What you learn from this course will be in direct proportion to the amount of time you invest.**

Requirements to Receive the Ecommerce and Telework Certification

To receive the **Ecommerce and Telework Certification** you must complete the required assignments for each of the ten lessons. Lessons 2-5 have specific Internet Readiness Skills which you'll be encouraged to learn, many of which you may well have already acquired. Extra time may be required for developing these important skills beyond the two-hours per course lesson. Help is available if necessary, just email your instructor. You will post the skills you've acquired on your web-based resume to increase your employability.

This certification will validate your ability to master the essential Ecommerce and Telework employability skills. In addition, you will qualify for employment as a paid mentor authorized to mentor others through this course at the rate of \$20 per mentee. Upon completion you will receive a printed certificate and will have created an electronic portfolio resume web page.

Beginning the Course

Your first step will be to register for the course and to send an email message to your instructor saying you're ready to begin.

Your instructor is Frank Odasz. Email: frank@lone-eagles.com

This first message should include a short description of your past computer and Internet experience, your specific goals for taking this course, and whether or not you would like to receive the Ecommerce and Telework Certification.

Begin Lesson One at your convenience. The course lessons page is at <http://lone-eagles.com/ecommerce.htm>.

Course Outline for "Rural Ecommerce and Telework Strategies"

Note: The course description, format, and registration information are at
<http://lone-eagles.com/ecommerce-registration.htm>

Lesson One - Ecommerce and Telework Readiness Skills

To Adopt Strategies for Engaging Online Learning with a Minimum of Stress

To Join the Class Listserv for Group Sharing of Resources and Questions

To Review Strategies for Developing Ecommerce and Telework Readiness Skills

Lesson Two - Ecommerce Fast-Track Strategies

The Strategy of Monitoring Trends to Leapfrog Ahead

The Strategies for Finding Local and Global Ecommerce Opportunities

The Strategy of Starting with Online Auctions as Your Easiest First Ecommerce Experience

The Strategy of Using Search Engines to Create Your Own Resource Hotlists

Lesson Three - Ecommerce Cooperatives and Virtual Incubators

To Identify the Best Strategies to Create Your First Ecommerce Web Site

To Identify Strategies for Collaborative Marketing and Manufacturing

To Review Models of Ecommerce Cooperatives for Local Replication

To Identify the Strategies Behind Virtual Incubator Models

Lesson Four - Entrepreneurship Training Opportunities

- The Strategies for Becoming a Lone Eagle Entrepreneur
- The Strategies to Find The Best Entrepreneurship Resources
- The Strategies to Find Tutorials and Training Resources on Any Topic
- The Strategies Behind Emerging Instructional Entrepreneurship Opportunities

Lesson Five - Community Economic Development Strategies

- The Strategies for Becoming a Lone Eagle Telework, Telecommuting, and Telecomputing
- The Smartest Strategies for Creating Measurably Smart Communities
- The Strategies for Corporate Relocations and/or Individual Entrepreneurship
- The Strategic Differences Behind Volume, Value, and Human Bandwidth Benefits

Lesson Six - Ecommerce and Building Collaborative Capacity

- The Strategies Behind Understanding Rural Innovation Diffusion
- The Strategies to Growing Local and Global Community Capacity
- The Strategic Lessons Learned from the History of Community Networking
- The Strategies Behind Grantwriting to Win Funding for Community Projects

Lesson Seven - Keeping Current on Competition and New Markets

- To Develop a Personal Strategy for Learning from Your Competition
- To Develop a Strategy to Identify New Markets and Products
- Strategies for Community Programs to Grow Your Local Market

To Establish a Strategy for a Local Online Community and
Collaboration Plan

Lesson Eight - Employment Opportunities in a Knowledge- Based Economy

The Strategies Behind Building a Quality Electronic Portfolio Resume

The Strategies to Quickly Establish Work Experience Through
Volunteerism

The Strategies for Effectively Marketing Your Skills and Talents

The Strategies for Finding New Career and Job Possibilities

Lesson Nine - International Trade Training Resources

The Strategy for Identifying Global Niche Market Opportunities

To Review the Best International Trade Training Resources

The Strategy to Gain Perspective on the Emerging Global Economy

Third World Ecommerce Strategies - Competition or Customer?

Lesson Ten - Writing a Business Plan and Funding a Startup

The Strategies and Advantages of Creating a Legal Business

The Strategies Behind Writing a Workable, Saleable Business Plan

To Identify the Best Sources for Learning How to Start a Business

The Strategies for Getting Money to Start Your Business

Lesson One - Ecommerce and Telework Readiness Skills

Lesson Goals

- **To Adopt Strategies for Engaging Online Learning with a Minimum of Stress**
- **To Join the Class Listserv for Group Sharing of Resources and Questions**
- **To Review Strategies for Developing Ecommerce and Telework Readiness Skills**

NOTE: To begin this lesson, you already should have read the "Welcome to the Class" bulletin at <http://lone-eagles.com/ecommerce-welcome.htm>.

Learning Effectiveness, Human Nature, and Humor

It's a funny thing about people, if they think something is difficult, they will have a hard time with it; but if they relax, they often have far less trouble. Humor is a great way of helping people relax. **"If you learn to laugh at yourself, you're guaranteed a lifetime of laughter."** Let's begin this course with the perspective of reviewing a few humorous historical insights and aspects of human nature. Often when frustrated with technology, our only recourse is to laugh at ourselves.

Historical Leaders Who Didn't Get "IT" (Information Technology Possibilities)

In the early 1800's, the federal government didn't see the potential of the electronic telegraph. The whole idea of transmitting information electronically, though repeatedly demonstrated, did not receive any federal funding for the first 30 years. The potential was literally invisible, as odd as that may seem today. Future applications of new communications technologies are often hard to imagine.

The inventor of the telephone, Alexander Graham Bell, had a vision that the telephone would be used to listen to opera. Once citizens became involved in using the telephone, they literally reinvented how it could best be used. It took 25 years for the invention of the telephone to become widely accepted in American society. The future potential of information technology is often missed at first, due in part to it being simple human nature to be comfortable with what is already familiar. Few people today are threatened by the telephone, yet half the population on the planet have yet to make their first phone call.

At the Smithsonian Museum of American History in Washington DC is a wonderful display on the evolution of communications technology from the first days of the telegraph to modern day Internet. There's an exhibit where an audio tape of a sermon runs continuously on how electronic communications will help humankind "keep up to

the same instant of progress on global events" and how electronic communications will allow humankind to transform the world and support one another as a caring global community.

Whereas the sermon sounds thoroughly modern, it was actually given in 1867, celebrating the first trans-Atlantic telegraph cable. This historical cable broke a few weeks later, attributed to sharks attracted by the electric current. But another cable with appropriate shielding quickly replaced it. This vision of over 100 years ago has yet to be fully realized despite the fact that the technology has improved a thousand times over. Articulating the need for a shared human vision for the best application of today's telegraph, the Internet, is very much the essence of this course.

As recent as the mid-seventies, one of the leaders of IBM confidently stated he thought there was no market at all for personal computers. Thomas Watson will be most remembered for his famous mistake, but IBM then became a world leader in the production of personal computers. Bill Gates, the infamous head of Microsoft, initially missed recognizing the importance of the Internet, but learned from his mistake, too. Microsoft is today innovating with Internet applications on many fronts. So, **you're in good company if you're feeling a bit threatened by what you don't know; perhaps you'll make important mistakes that you'll learn from, too.**

A few years ago, technology stocks were soaring with the optimism that technology would save us. Today, we're in a slump, perhaps due to the fact we've learned that it is what people learn to do with the technology that will ultimately make a difference - not the technology alone. Ten years ago the vision for community networking possibilities over slow modems was generating excitement, similar to the sermon of 1867. Today, many view the Internet as a timewasting toy best suited for kids. What happened?

Throughout this class you will find a vision of the Internet focused on the unlimited potential for realizing your own self-empowerment and Ecommerce possibilities. **You are in a position to make history.**

Less is More - in the Age of Information Overload

It is easy to feel threatened by information overload when using the Internet.

When you are learning about computers and the Internet, it is important to focus first on an overview of what's possible - without trying to learn all the details of the technical how-to's. From this overview, you'll select those specific applications truly worth your time to learn. Specific skills are easy once you know how. Learning from the experience of others can be a painless and enjoyable experience. Investing lots of time to learn many technical details which you'll rarely use doesn't make sense at all. **"Less is more" in the age of information overload. You need to know what NOT to bother learning as a first strategy for combating information overload.**

"Knowledge is of two kinds: we know a subject ourselves or we know where to find information upon it."

Samuel Johnson 1709-1784

This class will provide an accurate overview of the key trends, skills, and possibilities related to Ecommerce and Telework. You'll review what has already been proven to work and will learn where to find specific information when you need it. If you're an adult, please try to loosen up and approach the lessons with a sense of play and exploration. Perhaps find a youthful tutor to help you learn a playful approach to online learning as you move through the lessons. If you let the information simply wash over you, you may find that what is most relevant to you will usually stick in your mind without forcing yourself to try to remember everything. **When learning about computers and the Internet, adults often suffer needlessly from trying too hard.**

"We don't stop playing because we grow old . . . we grow old because we stop playing."

an unknown Alaskan philosopher

Learning to sink or swim with the Internet will require knowing what it's like to jump in the deep end (information overload) before you've learned how to swim (stay afloat). You will need to develop specific strategies to keep from feeling you are drowning in too much information. Understand also that splashing a little water on your face won't really help you understand swimming as much as really getting wet all over. When you learn to use search engines to find what you want when you want it, that's when you'll really be swimming. **In this lesson, you'll suffer a dunk in the deep end by taking a look at some overwhelming resources, and in the next lesson we'll show you strategies to stay afloat.**

Keep a written record of the time spent on each lesson and of the additional time reviewing the resources. Plan on spending one hour per lesson reading the assignments and one hour with the hands-on activities. Keep a personal listing of the strategies you plan to adopt as you progress through the lessons. Go with your gut instincts regarding what sites you like the best, and remember you're looking only for the best-of-the-best instead of everything under the sun. The more great sites you explore, the more naturally picky you'll become, until instead of being overwhelmed, you'll feel confident that you know just where to go, and why.

Most learners prefer to be in control of their own learning. This class provides you that opportunity.

"We're always ready to learn, never to be taught."

Winston Churchill

Enjoy the Journey and Don't Let Yourself Feel Pressured

It may take some time for you to become comfortable and confident with learning-to-learn online. At first, the technology is strange, even foreboding to some. But if it is useful and you use it regularly, soon it becomes second nature. When this happens - the technology becomes transparent and it is the specific applications and benefits which will become your focus. **One major strategy for this class is for you to get**

comfortable learning online in order for you to become a self-directed Internet learner.

Throughout this class you'll be learning to invent new opportunities to create both social and economic value for yourself, your family, community, nation, and the world. You're about to become a globally connected citizen of the world. Becoming a lifelong learner is embarking on a never-ending learning adventure. Focus on enjoying the journey. Relax. Avoid being in a hurry to get to any final destination.

"Becoming is Superior to Being"

Building Your Internet Collaboration Skills

Imagine the multiplier effect: if we all share what we know, then we'll all have access to all our knowledge. Sharing what we know in return for benefiting what others know makes for a lighter load for all concerned. We'll first learn by individualized hands-on explorations and will then share the best of our discoveries with the others in the class through the class listserv. Our specific strategy will be learning to collaborate and share knowledge through the Internet as one of the most important Ecommerce readiness skills you can develop.

The sustainability of our communities and society depends on creating motivated lifelong learners, proactive citizens who are value-driven innovative entrepreneurs, skilled collaborators - both offline and online - and citizens who are both consumers and producers - both learners and teachers - all the time.

Self-directed Internet learning skills have become essential. Strategies to make smart personal decisions require that we stay current in our world of accelerating change. Information overload from too much of the wrong kind of information is becoming an increasingly serious problem. Overcoming information overload requires becoming more skilled at being increasingly selective by developing specific online collaboration skills.

During the lessons of this course you'll be invited to explore the following skills essential to Ecommerce. If you have not already learned the following skills you'll need to take the extra time to learn them as an additional part of this course.

Four Essential Skills for Internet Readiness

You may prefer to use the online version of the lessons below or may refer to Section Two of this guide.

1. Level One - Searching and Browsing Skills (The Power of a Self-Directed Learner)

<http://lone-eagles.com/ecommmerce-search.htm>

Successive hands-on experiences are presented to build the basic Self-Directed Internet Learning Skills for web browsing, cut-and-paste, and using search engines to learn anything from anywhere at any time.

2. **Level Two - Creating Your Own Web Pages
(The Power of Self-Publishing Globally)**
<http://lone-eagles.com/ecommerce-web.htm>
Learn the basics of **Web Self-Publishing Skills**, creating and posting web pages with text, images, and hyperlinks.
3. **Level Three - Communicating and Working Together
(The Power of Building Learning Communities Through Internet Collaboration)**
<http://lone-eagles.com/ecommerce-email.htm>
Learn about efficient uses of **Online Collaboration Skills**. Includes many related resources for advanced learning.
4. **Level Four - Learning-to-Earn for Sustainable Communities
(The Power of Building Online Communities)**
<http://lone-eagles.com/ecommerce-mentor.htm>
Learn about using Internet collaborative tools for **Teaching, Mentoring, Groupwork, Relationship-building, and Customer Support**.

Observe how these four successive steps lead to entrepreneurial potential.

1. **As searching skills are developed**, citizens gain the ability to gather valuable new resources of benefit to themselves and the community.
2. **As basic web-authoring skills are developed**, citizens gain the ability to share unlimited resources with the community and the world in a convenient public manner.
3. **As online collaboration skills are developed**, citizens become more connected to their community which creates new opportunities.
4. **As mentoring skills are developed**, citizens gain the understanding of how to combine email, searching, and web-authoring skills to share knowledge effectively to make a real difference in the lives of others.
5. **As both social and economic value are demonstrated**, the entrepreneurial potential of the Internet will become increasingly clear.

**"Information condenses to Knowledge which condenses to Wisdom
and VALUE is created in the information age."**

Hands-on Activities

1. Subscribe to the Class Listserv and Post an Introduction Message

First, subscribe to the listserv by going to

<http://maillist.isu.edu/mailman/listinfo/isu-ecommerce> and following the instructions.

Write down the password you will give to yourself to allow for your future access to the listserv message archives web site. When you receive the confirmation message from the listserv, simply reply to the message without changing the message in any way. You'll then receive a message welcoming you to the listserv with additional instructions you should save for future reference.

Send an introduction message to the class listserv using the listserv's email

address: isu-ecommerce@maillist.isu.edu Include an introduction on who you are and your personal goals for this class. Please refer any questions to your instructor - Email: frank@lone-eagles.com.

You should receive a copy of your message with [ISU-Ecommerce] in the subject line of the message, as will everyone else registered for the class who has also subscribed to the listserv mailing list. You can review past messages and other listserv features, such as subscribing and unsubscribing, whenever you like at the listserv web page <http://maillist.isu.edu/mailman/listinfo/isu-ecommerce>.

One feature you might find of interest if you feel overwhelmed by the number of listserv messages is to select the "digest" option so that you'll only receive a single week's digest listing all postings for the week. Then select only those you wish to read.

Optional - For easy tutorials on using email and listservs, see the hands-on lesson presented in Lesson Three of this course:

Level Three - Communicating and Working Together (The Power of Building Learning Communities) <http://lone-eagles.com/ecommerce-email.htm>

2. Take a short Ecommerce Web Tour. Spend only a few minutes at each site to first get a quick idea of the vast resources available, then return to those sites you found most exciting.

(The following resources are taken from the Ecommerce Start-Up Training Resources Web Tour at <http://lone-eagles.com/entrelinks.htm>)

A. Review the following Ecommerce resources and especially the easy Ecommerce curriculum.

- **Access Minnesota Main Street Rural Ecommerce**

<http://www.extension.umn.edu/mainstreet/>

Select "About Main Street" and then "Curriculum" to see THEIR Ecommerce curriculum and note they offer it in print for \$12.

- **Check out the Minnesota Main Street Ecommerce Curriculum**
<http://www.extension.umn.edu/mainstreet/curriculum/>
One of the easiest first exposures to Ecommerce. Limited but good.
- **Minnesota Mainstreet Ecommerce Resources**
http://www.extension.umn.edu/mainstreet/curriculum/ecommerce/ec_res.html
Always look first for a site's listing of additional resources.

B. Review the more advanced five Ecommerce classes created by Cisco and the Small Business Administration

- **Cisco Systems, Inc. and the U.S. Small Business Administration** have teamed to offer five free Ecommerce courses covering the basics for planning, marketing, and more. <http://www.sba.gov/classroom>

Select 'Online Courses' for five Ecommerce courses, but note the other courses on writing a Business Plan, Starting a Business, etc. These are more advanced than Minnesota Main Street and will require more time to digest. Explore the esmallbusiness and Site Map links, too! Remember to look for their "Other Resources".

C. Review the advanced Ecommerce resources offered by the Federal government

- **Ecommerce Resources Provided by the Federal Government**
<http://www.ecommerce.gov>
A complicated site for beginners, but a valuable and extensive resource which includes International trade information. Check out "Examples of Electronic Commerce." Don't read anything over two years old without understanding that the world might be dramatically different today.
Remember the technology stock slump changed many rules.

D. Here's a foundation specializing in providing entrepreneurship resources and grants. Look for the fast-track entrepreneurial training and the curriculum specifically for youth and women.

- **Adult and Youth Entrepreneurship Training Resources**
<http://www.emkf.org/>
The Kauffman Foundation has a billion-dollar endowment for funding youth and entrepreneurship programs. Select the "Site Map" then Adult Entrepreneurship, then FastTrac. Or select Youth Entrepreneurship.
- **Entreworld**
<http://www.entreworld.org>
Hosted by the Kauffman Foundation, you'll find extensive exciting resources for entrepreneurs.

E. Review an Ecommerce Portal. A portal is a clearinghouse; a web site devoted to hosting listings of extensive resources on a specific topic.

- **Ecommerce Info Center**

<http://www.ecominfocenter.com/>

Prepare to be totally overwhelmed. Since the technology stocks started slumping near the end of 1999, you might focus on the more current resources which reflect lessons learned since the slump. Ecommerce knowledge has a short shelf life. Avoid out-dated resources. Many stories of both successes and failures are listed at this site: Select Small Bus. And then "eco success and failure."

F. Review a top Ecommerce Magazine Website

- **The Best Magazine on Ebusiness: Business 2.0**

<http://www.business2.com>

Here's another overwhelming site. Extensive current quality resources. Highly Recommended! For \$12/year the printed magazine is a good deal. Look for articles and resources which condense lessons learned. Their success has been based on their ability to simplify trends and strategies. **Remember - Less is More!**

3. Email your instructor frank@lone-eagles.com your answers to the following based on a scale of lowest to highest:

1-3 Very Negative - Low 4-6 Fairly positive - Medium 7-10 Confident - High

1. **My motivation for learning about technology and taking this class.**
2. **My self-confidence with technology and my ability to use the Internet to teach myself what I need to know.**
3. **My current skill level with computers and Internet (rough estimate).**
4. **My anticipation that I'll learn what I need to know about Ecommerce in this class.**
5. **Please include a note on how well this lesson worked for you and any suggestions you might have to offer.**

Note: Please share with the instructor how well this lesson worked for you and a bit about your previous computer and Internet experience. If you'd like an online mentor for extra support in addition to the instructor, please let your instructor know. Please put the word "Survey" in the subject line of your message.

Submissions Required for the Ecommerce and Telework Certification

1. **Email your instructor a one page write-up on the time you spent on this lesson and which specific strategies you're prepared to adopt. Reference the best**

specific resources you reviewed during this lesson with emphasis on your particular interests. Verify you've completed all activities and readings presented in this lesson.

Share with your instructor a self-assessment of your skills related to this lesson and which skills you plan on developing further. Use the following Subject line in your message: "Submission for Lesson One."

2. Join the listserv, post your introduction message, and email your instructor the short survey and other information as directed above.

Recommended Readings

Read each article without clicking web addresses included within the article. Then return to explore those links that interest you.

- **Homesteading the Ecommerce Frontier**
<http://lone-eagles.com/ecommerce-homestead.htm>
An introduction to the issues and possibilities for rural Ecommerce.
- **Community Networking primer**
<http://lone-eagles.com/articles/networking.htm>
A good first article on community networks.

Optional Skillbuilders

1. **Review Internet self-directed learning resources for building skills essential to Ecommerce.**

Explore "Common Ground - A Cross-cultural Self-directed Learner's Internet Guide," a unique collection of self-teaching activities, the best web sites, and free web services. The table of contents is at <http://lone-eagles.com/guide.htm>.

Start with the four historical firsts at <http://lone-eagles.com/fourlev.htm>.

Included in this guide is a rich listing of free web authoring and collaboration tools. Review the **Gearing Up with Free Web Tools** at <http://lone-eagles.com/currtrour.htm> and then explore the master listing at <http://lone-eagles.com/webdev.htm>.

Lesson Two - Ecommerce Fast-Track Strategies

Lesson Goals

- **The Strategy of Monitoring Trends to Leapfrog Ahead**
- **The Strategies for Finding Local and Global Ecommerce Opportunities**
- **The Strategy of Starting with Online Auctions as Your Easiest First Ecommerce Experience**
- **The Strategy of Using Search Engines to Create Your Own Resource Hotlists**

Leapfrogging Strategies

With the world changing so rapidly, studying trends is important to anticipate what's coming. Learning to leapfrog ahead requires a combination of common sense and quality information. You really don't have to catch up on all the things you may feel you've missed in the past because much of that information is of little relevance today. **Instead, as a strategy, you can leapfrog to the current moment and just focus on the highlights of what is important today.**

As human capital becomes the chief source of economic value, education and training will become lifelong endeavors for the vast majority of workers. The new economy puts a premium on intellectual capital over financial or physical assets. However, the life of knowledge and human skills today is shorter than ever. As a result individuals are challenged to remain at the forefront of education and training throughout a career. Lifelong learning is imperative. Online learning is expected to grow dramatically to meet these ongoing training needs with the convenience and efficiency of anywhere, anytime learning. **As a strategy, learn to get comfortable with online learning.**

By 2003, one-fourth of all US business-to-business purchasing will be done online and 63 percent of Americans will be surfing the web. Already, 61 percent of all businesses have a web presence.

**Louis Rossetto, editor of Wired magazine, has said that
"... in the age of information overload, the ultimate
luxury is meaning and context."**

While risk-taking can create a first-to-market opportunity, your money is generally safer replicating proven successes. The Internet makes it rather easy to track the newer proven successes. **As a strategy, focus on what's working for others.**

One strategy used by many companies in order to attract advertisers and to create rapid widespread exposure to their company has been to offer free web services available to everyone. At <http://yahoo.com> you can get free email accounts, set up free listservs, and even create a free online Ecommerce web site. However, after 30 days you'll have to pay \$100/month to keep your "free" Ecommerce web site. On the other hand, there are many other free web tools and services available, including free Ecommerce sites where you won't be charged a fee. **As a strategy, plan on becoming aware of the best existing free web tools and services.**

Before the slump of technology stocks, many more businesses offered free services, but with the slump, many were forced to close down. Today, **dot.coms are jokingly referred to as faith-based organizations.** When the stocks were soaring, many believed technology would save us all. Unfortunately, the customer base was over estimated. People didn't jump on this bandwagon as online consumers. **Perhaps your own feelings toward technology will give you an insight into the behavior of others.**

Currently, there are 67 million online shoppers. Expectations are the number will double to 132 million over the next four years. Meanwhile, the number of Internet users is expected to show only single-digit growth.

[SOURCE: New York Times, AUTHOR: Bob Tedeschi]
(<http://www.nytimes.com/2002/03/04/technology/ebusiness/04ECOM.html>)
(requires registration)
Full PIP report available at:
(<http://www.pewinternet.org/reports/toc.asp?Report=55>).
Further trend information from Jupiter Media Matrix is available at
(<http://www.jmm.com>).

As people become more comfortable using the Internet, their readiness for more and more services will grow. Anticipating what people will soon be ready for can be identified by looking at new emerging businesses and tracking their degree of acceptance and success. Women and seniors are the two fastest growing groups of new Internet users. For example, are people ready to order groceries online to be hand-delivered to their door? At some point they will be. Pioneering entrepreneurs are already exploring this emerging niche market. **As a strategy to become better aware of new opportunities, watch for emerging new markets!**

It will be easy to find market projections on the web regarding predictions about what's coming amid the many resources presented in this course. In short, business-to-business sales (b2b) are projected to be ten times greater than business-to-consumer (b2c) sales. Hence, there's a big rush of b2b start-ups. You'll find many new terms to learn related to Ecommerce. In the hands-on activities for this lesson you will learn how to find glossaries of these terms **and short overviews of key trends and insight as to what's most important.**

Local and Global Ecommerce Strategies

Used cars are an example of a local product. Posting pictures of available used cars on the web can provide convenient local advertising. Nationwide used car databases are now available which allow any used car dealer to market cars nationally, even internationally. Using the web to sell locally, one has to take into consideration that the Internet allows everyone the ability for unlimited comparison shopping.

Just as Walmart undercut prices for local retailers causing many businesses to go bankrupt, by offering better selection, convenience, and prices, so may the Internet also change the dynamics for other local retailers. **Focusing on creating new local services by using the Internet collaboratively to provide your customers with additional convenience and attention is one strategy. Another is to take advantage of your ability to market your wares globally.**

While you might not sell many handmade quilts locally, posting your quilts on a web page could create a viable fulltime job regardless of your rural location. The web permits tapping into specialty niche markets that were never widely accessible prior to the Internet. Numerous similar examples can be found with a little effort. **Your economic strategy could be to collect replicable success stories similar to what you'd like to achieve and to learn from these successes.**

Whereas in the past, the two concepts of the public and private sectors might have appeared to be morally at odds, in the new service economy **"social entrepreneurship"** is emerging as the synergy of the best of both worlds. **In a service economy, products and services that help people deal with information overload are continually evolving in many new ways.**

Online Auctions Can Be Your Easiest First Ecommerce Experience

Ebay has demonstrated a successful consumer-to-consumer (c2c) model where anyone can upload an image of something to sell and set a starting minimum bid. Then, up to a set deadline, anyone can bid that price or a higher price. The seller enjoys selling to the highest bidder. In 2001, over six billion dollars were exchanged by citizens selling nearly anything you can imagine. Other online auction sites have emerged as well as variations on this proven model. The inexpensive global self-publishing capabilities of the Internet can turn a simple flea market concept into a six-billion dollar-a-year business, such as Ebay. **By learning to upload a picture of your product, you can engage in world trade online - as a recommended easiest first Ecommerce experience. Your strategy is to see what you can learn exploring Ebay in the Hands-on Activities part of this lesson.**

We've Become a Hunting and Gathering Society, Again.

We've become a hunting and gathering society looking for the highest quality information. In the hands-on activities for this lesson you'll experience a first glance at a

wide variety of Ecommerce resources and models. You'll have the opportunity to learn to use search engines to collect your own great resources. Extensive listings of quality resources already exist on nearly any topic you can name. Knowing how to find these listings can save you countless hours of time as opposed to searching for individual resources. Creating your own high quality collections of specific resources can save valuable time for others as either a community service or as a for-profit service or product. You can add additional value to these resources by including thoughtful annotations and other value-added features. **Keep in mind "less is more" in the age of information overload.**

Search engines are everywhere. They exist in nearly every software program. Select the HELP button of whatever program you're using and explore how you can search for help tips on any aspect of your particular software program. Most web sites have their own search engine which allows you to search for specific resources, but only within that particular web site. **Learning a few simple basics about using search engines is one of the smartest investments in your future that you can make.**

Learn to use bookmarks. Your browser allows you to bookmark all web pages you'd like to return to later. To learn how to use bookmarks, click on the HELP button on the menu bar of your browser and find the tips on "Bookmarks" or "Using Bookmarks." (The Internet Explorer browser calls these "favorites.")

Hands-on Activities

1. **Explore Ebay at** <http://ebay.com>

- Review the Site Map for tutorials on using Ebay. Find and review the tutorial on uploading an image.
- Research prices for something you might buy, or similar to what you might want to sell.
- Select "My Ebay" to create your own Ebay page for keeping track of items you've bid for, or are selling. Do this to see what you can learn in the process.
- Buy something from Ebay or Amazon.com (Amazon offers free Ecommerce web sites called Zstores, which you should locate and explore.)
- Self-assess how you handle frustration when exploring a new web site. Are you patient with yourself? You should make a point to take breaks when stuck or frustrated and return when refreshed to continue "noodling around." You'll find your skills for figuring things out on your own will continually improve if you spend the time exploring.
- As a strategy, ask around for who near you already has experience with Ebay and ask them to show you how they use it. Whenever you can learn from others locally, do so.

Note: The book "Ebay for Dummies" is available at <http://amazon.com>

2. Author a First Web Page in Two Minutes

There are many free services on the Internet allowing you to create free web sites, and much more. One such service offered by Blue Mountain Arts creates an animated musical greeting card web page for you to email to a friend in just a couple minutes. The importance of this activity is to realize how easy it can be to actually create a web page. Soon, you'll create your first Ecommerce web page with similar ease. **For Free Web Tools:** <http://lone-eagles.com/webdev.htm>

A Case Study: Bluemountain.com was sold for 90 million dollars. It started as a Mom and Pop business where their 17-year-old son provided the technical expertise to create a web site with a rather simple idea. Allow anyone to fill out a form, select an image, and enter an email address of a friend. The friend receives a web address in an email message, clicks, and receives a personalized, animated, musical greeting card. Advertisers were attracted to this site by the fact that hundreds of thousands of people used the site each day. **Many similar free services have been offered in an attempt to replicate this successful, ingenious, yet simple, model.**

Many similar copycat businesses are also successful, such as <http://beatgreetings.com> which offers much better music. Now, Bluemountain offers subscriptions to allow access to even fancier greeting cards, and is soliciting original artwork for cards from Native Americans and others who now have an opportunity to sell their creative artwork. Perhaps Bluemountain will evolve to become a cooperative where anyone can profit by marketing their artwork and/or music through a partnership with Bluemountain. **Keep this theme in mind as you'll see many similar examples - everyone as both consumer and producer, all the time.**

How to do it. As a recommended first experience with online web-authoring, go to <http://bluemountain.com> and send someone an animated musical greeting card. Just follow the instructions and explore the features. **Since most web sites are more similar than different, the more sites you explore - the more comfortable and efficient you'll become when exploring new sites. We'll look at creating free Ecommerce web sites in a later lesson.**

Recommended Readings

Read each article once without clicking on the included supporting web addresses. Then return to explore those links that interest you.

- **Community Networking -Making a Difference**

<http://lone-eagles.com/chap2.htm>

An article showcasing the process by which citizens became aware of the potential for Internet and learned to create their own businesses. Many entrepreneurial web sites are included.

- **The New Gold Rush - Are You Ready? Tales from the Frontier of Community Development**

<http://lone-eagles.com/goldrush.htm>

Mining raw human potential with free web tools. Are you ready?

- **The War Against Ignorance**

<http://lone-eagles.com/hope.htm>

An article about Internet empowerment issues.

Submissions Required for the Ecommerce and Telework Certification

1. Email your instructor a one page write-up on the time you spent on this lesson and which specific strategies you're prepared to adopt. Reference the best specific resources you reviewed during this lesson with emphasis on your particular interests. Verify you've completed all activities and readings presented in this lesson.

Share with your instructor a self-assessment of your skills related to this lesson and which skills you plan on developing further. Use the following subject line in your message "Submission for Lesson Two"

2. **Complete the Suggested Hands-on Learning Opportunities at**

Level One - Searching and Browsing Skills (The Power of a Self-directed Learner)

<http://lone-eagles.com/ecommerce-search.htm>

Successive hands-on experiences are presented to build the basic Self-directed Internet Learning Skills for web browsing, cut-and-paste, and using search engines to learn anything from anywhere at any time.

Optional Skillbuilders

Test your searching skills - Using cut-and-paste, create a hotlist based on results from searching <http://google.com> using the following exact keywords. Then experiment with keywords and key-phrases of your own

Perhaps you'd like a listing of ecommerce portals (mega-sites).

Try ecommerce AND portal*

Perhaps you'd like a glossary of Internet terms and abbreviations.

Try Internet AND glossary or Internet ANDterm*

Perhaps you'd like quilting sites

Try quilt* AND ecommerce

Try Idaho AND ecommerce -

Share your best results via the class listserv.

Lesson Three - Ecommerce Cooperatives and Virtual Incubators

Lesson Goals

- **To Identify the Best Strategies to Create Your First Ecommerce Web Site**
- **To Identify Strategies for Collaborative Marketing and Manufacturing**
- **To Review Models of Ecommerce Cooperatives for Local Replication**
- **To Identify the Strategies Behind Virtual Incubator Models**

Creating Your First Ecommerce Web Site

Creating a free Ecommerce web site is easy at any of the sites listed in this lesson. Consider creating one just to see what you can learn from the experience. Note that some free sites offer you shopping cart features for a small fee as an easy way to list multiple products for sale and to receive automated orders online. Some offer free merchant accounts that allow you to receive credit card orders via the Internet for a small fee for each transaction. Most such sites include tutorials on maintaining an Ecommerce site.

It is easy to create a simple Ecommerce web site, but realizing a steady stream of customers may not be as easy. On the other hand, you'll find many stories where the big problem has been more orders than the entrepreneur can handle! Being ready to meet large orders is a serious, if happy, problem. For example, if your new quilting web site receives an order for 500 quilts, you'll need to know with whom you can collaborate to meet this order. **Collaborative manufacturing networks are a natural phenomena due to the ease of collaboration that the Internet provides.**

A web site is not something you just create and wait until the money comes rolling in. A web site is something you will continually be maintaining and developing. You will pay attention to adding collaborative services for your potential customers and as your competition becomes more innovative, you'll borrow these innovations and add them to your web site. Successful web sites are dynamic, not static. **A successful web site must show signs of life and present a reason to return to the site again and again to see what is new and exciting.**

If you learn web-authoring skills and how to upload web pages to your own web site through your Internet service provider you're likely to have more flexibility improving your own site. This lesson offers a tutorial on how to create your first web site, on your own. On the other hand, getting started by using the free services means you don't need

web-authoring skills or software and you don't have to know how to upload web pages. A **strategic first step is to become familiar with what is offered by free Ecommerce site services in order to review the benefits, and limitations, of these free offerings.**

How Will People Find Your Ecommerce Web Site?

When you create your own Ecommerce web page, your first concern will be - how will people find it? You'll find it is inexpensive to register your own web domain as I have done, for example, with my site <http://lone-eagles.com> at <http://choicenames.com>. Having your own domain name makes you look just that much more professional. Perception is very important in the competitive online marketplace.

By posting your web page on a web mall or online Ecommerce cooperative, you'll benefit from the fact that being part of a marketing cooperative solves the marketing problem for you, at least in part. You'll want to get as many web sites as possible - which sell similar products to yours - to post links to your site in exchange for you including on your web page a link to their sites. This is called "sector clustering" and "coopetition."

There are services that claim to be able to help people better find your site through search engines. But be wary - many are more expensive than the value they offer. There are many ways your site can include HTML code so that search engines will present your site nearer the top of the search results listing depending on what keywords were used for the search. You can learn about metatags and how to improve your ranking via search engines at <http://www.searchenginewatch.com>.

In the hands-on activities for this lesson you'll explore a number of cooperative marketing models. The more you explore, the more different ideas you'll find regarding the evolving art of cooperative marketing and the ease of creating your first Ecommerce web site using existing services. Note that easy tutorials on every aspect of the process for online marketing and maintaining a successful Ecommerce web site are found at nearly every site. **Knowing that these tutorials exist, strategically practice looking for them and other available resources.**

Because most people are new to Ecommerce, simple instructions are essential for site providers to be successful promoting their services to those new to the Internet. For cooperative Ecommerce sites to survive they often have to be user-friendly and provide easy step-by-step instructions. **As a self-directed learner, your strategy will be to watch for and take advantage of the most user-friendly learning resources and services.**

Ecommerce Collaboration and Community Networking Trends

The more Ecommerce cooperatives and virtual incubator sites you visit, the more critical you'll become. At first, everything will look exciting, but with more experience you'll find certain sites leave you feeling something is lacking. Many sites have not changed their design in years, and while they might look pretty on the outside, not much energy has gone into them and very little is happening. The Native American site in the

hands-on section of this lesson has high visual interest, and after carefully reviewing this site, you'll note that most other sites look dull by comparison. You'll begin to see that the better sites are focusing on adding more collaborative services and will be trying hard to build a community among their customers. **This is a big part of Ebay - building communities of interest, and as a strategy pay attention to what draws interest among the sites visited.**

How a community network might relate to stimulating the local market for your Ecommerce web page should be of interest to you. In the past, Ecommerce enterprises focused on making money and community networks focused on providing for the social good, and they appeared to have little in common. But today the trends are toward merging the social and economic value that networking makes possible. **Ecommerce sites seek to build communities, and community networks are focusing on economic development.**

Have you seen that ad on TV: "More than just a credit card - it is a relationship!" Or Gateway.com's ad "You've got a friend in the business!" You'll soon see a flurry of similar ads; watch for them.

In the hands-on activities below you'll review multiple cooperative and incubator models. A variety of services can provide the technical expertise to create your own cooperative or incubator, but costs and features vary widely. Take the time for comparative shopping!

Hands-on Activities

1. Explore the following cooperatives and resources:

- **IdahoMarket.com**
A basic Ecommerce Mall model for businesses.
www.idahomarket.com
- **Women's Rural Economic Network**
<http://www.wrencommunity.org>
<http://www.shopthewrens.com>
Collectively Making the Ordinary Extraordinary.
A wonderful model involving over 500 rural women entrepreneurs! Note how effectively they provide online support services and links to collected resources.
- **Women's Economic Self-sufficiency Team (WESST) Artisans, Taos, NM**
<http://www.wesstartisans.com/> Rural women artists' web sites. Recently featured as a case study of success.
- **Food Ventures Web Site**
<http://www.acenetworks.org>
A successful food products rural cooperative from Appalachia. Note their wide range of support services, collected resources, and grant-funded

programs.

- **Central Oregon Regional Network**
<http://www.centraloregon.org>
This is an example of a regional community economic development web site. Note the wide range of collected resources. Look to see if this site reflects widespread citizen involvement.
- **La Plaza Telecommunity**
<http://www.laplaza.org>
The first web-based rural community network and home of many outstanding innovations. Their main source of revenue is their role as Internet Service Provider. Note their wireless Internet services. Located in Taos, New Mexico.
- **Native American Artist's Web Sites**
<http://www.indianvillage.com>
Free Ecommerce sites for Native American artists. A great example of how easy it can be to get an Ecommerce site up and going. **This would be a model to consider replicating in your community!** The Indian Arts and Crafts Association is a co-sponsor. <http://www.iaca.com>
- **Eastern Idaho Economic Development**
<http://eastidaho.org>
Currently being redesigned, this regional economic development initiative primarily serves to promote the region by attracting new businesses.
- **YourTown.net**
<http://www.yourtown.net>
Here's a business to help communities generate multiple web sites based on templates. Many such services exist. Another would be <http://www.mediaspangroup.com>.
- **Mystateusa.com**
<http://www.mystateusa.com>
Based in Boise, Idaho, this company helps communities create web sites showcasing local Ecommerce businesses and much more.
- **Americans Communicating Electronically**
<http://www.ace.org>
A USDA Economic and Development Systems initiative. Links to federal programs, funding, 4H youth programs, and related diverse resources from USDA. Note the **link to the E-team entrepreneurship curriculum** and the link to <http://www.workers.gov>

- **YoungBiz.com**
<http://youngbiz.com>
Free Ebusiness sites and training for youth!
 - **EBusiness for Teens**
<http://library.advanced.org/28188>
A Thinkquest entry from Jamaica with lots of Ebusiness resources for teens!
2. **Explore the virtual incubators below and then search for more using the following search commands. Create your own hotlist of incubators and web cooperatives.**

Go to any search engine and enter "virtual incubator" or "ecommerce incubator" or "ecommerce training" or "web malls" and other original combinations, and include the quotes! Recommended search engines are <http://google.com>, <http://dogpile.com> (searches many search engines at once, automatically) and <http://aj.com> (allows typing in a question for automatic searches.) Explore and experiment.

- **Idaho Virtual Incubator**
<http://www.idahovirtualincubator.org>
Select the link to businesses to see Ecommerce examples. Other Idaho Economic Development resources and more are on their "**Additional Resources**" listing at <http://www.idahovirtualincubator.org/links/> Follow the links to the Idaho Small Business Development Center, and their other links listing. Additional Idaho resources are provided by the State Department of Commerce and others.
 - **Wisconsin virtual incubator**
<http://virtualincubate.com>
Take the tour to see what you can learn.
3. **Explore the following sites and their related features and services such as free Ecommerce web sites for 30 days.**

Recognize the advantages of having an Ecommerce site at a location shared with many other Ecommerce sites. Compare the free web site offerings of six different sources to understand the similarities and differences between systems.

- **Homestead.com**
<http://homestead.com>
Very easy and inexpensive web hosting options for personal and business web pages.
- **Bigstep.com**
<http://bigstep.com>
Free Ecommerce sites for 30 days, plus many services for creating your own

E-business! They work hard to make their services easy for beginners.

- **FreemERCHANT**
<http://freemERCHANT.com>
Seems a bit more advanced. Free Ecommerce merchant accounts and much more for Ebusiness startups!
- **Amazon.com's zshops**
<http://amazon.com>
The largest e-mall which you can join. Explore to see how others are selling online. Free trial Ecommerce sites and a Merchant's Resource Center! Select zstores from the left hand menu. Auctions also available. An example of web mall where your Ecommerce page will be listed with many others. A great place to see the newest trends in online stores and Ecommerce.
- **Yahoo.com**
<http://yahoo.com>
Free Ecommerce sites for two weeks, at <http://store.yahoo.com/> and then you pay. Compare with the above offerings. An example of web mall where your Ecommerce page will be listed with many others. Review their resources on Ecommerce. Auctions available here, too. A great place to see the newest trends in online stores and Ecommerce.
- **Explore other free web page services and more**
<http://lone-eagles.com/webdev.htm> and <http://lone-eagles.com/entrelinks.htm>

Recommended Readings

Read each article once without clicking on the included supporting web addresses. Then return to explore those links that interest you.

- **Read the short Chapter One - "What is a Community Network?"**
<http://lone-eagles.com/chap1.htm> and
- **Read Chapter Six - "Rural Community E-Business Strategies, and Training Resources"** <http://lone-eagles.com/chap6.htm>
From: The Good Neighbor's Guide to Community Networking
<http://lone-eagles.com/cnguide.htm>
Eleven chapters, including a bibliography of community networking guides.

Submissions Required for the Ecommerce and Telework Certification

1. Email your instructor a one page write-up on the time you spent on this lesson and which specific strategies you're prepared to adopt. Reference the best specific resources you reviewed during this lesson with emphasis on your particular interests.

Verify you've completed all activities and readings presented in this lesson.

Share with your instructor a self-assessment of your skills related to this lesson and which skills you plan on developing further. Use the following Subject line in your message "Submission for Lesson Three"

2. Complete the Suggested Hands-on Learning Opportunities at Level Two - Creating Your Own Web Pages (The Power of Self-Publishing Globally)
<http://lone-eagles.com/ecommerce-web.htm> Learn the basics of Web Self-Publishing Skills, creating and posting web pages with text, images, and hyperlinks.

Optional Skillbuilders

1. List the features and costs of three or more sites offering Ecommerce web pages. Create quick web pages at several sites offering free trial web pages to evaluate their ease-of-use.
2. Read the following paper on creating community network incubators <http://lone-eagles.com/incubat.htm> List the costs and features offered by several of the companies offering community web site building services (yourtown.net, mediaspangroup.com and mystateusa.com).
3. Review and compare the LaPlaza community network, the Central Oregon Regional Community network, and the East Idaho Regional Economic Development site and post your thoughts to the listserv.
4. Review the many free web services offering schools and communities robust community networking services. See the School and Community Internet Collaboration Services section of the web-building resources master listing at <http://lone-eagles.com/webdev.htm>.

Lesson Four - Entrepreneurship Training Opportunities

Lesson Goals

- **The Strategies for Becoming a Lone Eagle Entrepreneur**
- **The Strategies to Find The Best Entrepreneurship Resources**
- **The Strategies to Find Tutorials and Training Resources on Any Topic**
- **The Strategies Behind Emerging Instructional Entrepreneurship Opportunities**

Lone Eagles, Freedom, and Independence

Imagine being able to live anywhere, either working for yourself running your own business, or working for someone else, but still able to live anywhere and set your own work schedule. More and more people are doing this. You can too! In this lesson we'll take a first look at where you might go to learn how. Later lessons will explore additional directions for you to explore the ideal of total economic independence. Can you think of anything more "American" than becoming a true Lone Eagle? **Life, liberty, and the pursuit of happiness have never been more attainable due to the opportunities the Internet puts at your fingertips.**

Some Lone Eagles are webmasters, creating web pages for local businesses. Others are photographers, writers, or graphic artists. Some Lone Eagles work for companies that allow remote telework such as insurance underwriters, medical transcriptionists, and freelance journalists. New jobs are being created all the time. **There has never been a better entrepreneurial support system than the Internet, but most people don't yet know this. You do, and that's a big advantage you can begin to apply immediately!**

"If you find a job you love, you'll never work a day in your life."

Lone Eagles, Collaborative Skills, and Lending Your Wings to Others

Becoming a successful independent entrepreneur, particularly in a rural location, typically requires careful attention to developing contacts and sustaining relationships of all kinds. If you're a quilter, you might associate regularly with other quilters, locally and globally, sharing marketing strategies and even co-marketing as a virtual community or industry cluster. If a quilter receives an order for more quilts than one person can provide, then this cluster community becomes a distributed manufacturing network with short-term partnerships which benefit everyone.

Online collaborative tools make it very easy to support others with convenience and efficiency. Supporting others in a service economy is fundamental to successful Ecommerce, as is providing online training. Developing skills for creating and sustaining effective online relationships is vital at all levels. You'll learn how by reviewing the collaborative innovations of your competition. In the hands-on activities you'll see instructional entrepreneurs selling Virtual Assistant Certifications and Skills.

Stalking The Best-of-the-Best Opportunities and Training

It is easy to feel that all the good ideas have been taken and that being in a rural location you're out-of-the-loop regarding being able to lock onto real entrepreneurial opportunities. But, this is actually far from the truth. Through the Internet you literally have the world at your fingertips: If you so choose, you can easily peek in on an unlimited number of innovations and resources.

Knowing where to go to find cutting edge Internet entrepreneurial applications, although essential, isn't as hard as you might first guess. Many exciting entrepreneurial training resources already exist, and because the Internet is so new, there are still an unlimited number of genuine opportunities waiting for you. What is working in one rural community just might work in your community, too. Keep an eagle-eye out for these specific opportunities. Cultivate an outgoing positive attitude and be continually exploring. **Often, you won't know what you're looking for until you find it. That's serendipity!**

Consider how your new part-time job will allocate a specific amount of time per day or per week to specifically explore entrepreneurial training resources and find stories about successful Internet entrepreneurs. **Your Innovative Tenacity** must keep you in a proactive mode - **getting out and about** - to stay current. Don't let frustration from information overload inhibit your outreach and exploration activities.

Much of what's out there is old news, anyway, and as you gain more experience, you'll recognize this for yourself and will feel far less overwhelmed. Everything on the Internet is in a state of constant change. New opportunities are created daily. **Tuning into emerging trends is a specific strategy for unlocking new opportunities.**

Self-directed Internet learning is an essential skill for employability. Many of those employed in computer and Internet-related jobs had no formal training. They just developed their ability to use computers and the Internet for just-in-time learning as needs arose. When asked if they thought they could learn something new, they responded **"Yes, of course!"** and were hired. **The world is rapidly changing. Many good jobs require employees to be able to learn what's needed, when it's needed, and won't know until the time arrives what exactly needs to be learned.**

Everyone must become both learner and teacher, consumer and producer, all the time.

A Strategy for Keeping Your Resource Listings Current

The hands-on activities for this lesson will lead you to entrepreneurship training resources at a variety of learning levels - from very easy to more complicated. Collect those at the level most appropriate to you. Since the better resource sites have spent much time and money creating quality current listings of related resources, you're advised to take advantage of their hard work by realizing that at many such sites their BEST resources will often be their listing of **"Other Resources."**

The quality of this listing will say a lot about the sponsoring site. If resources are skimpy and/or not kept current, this reflects poorly on the sponsor. On the other hand, since they don't necessarily want to encourage you to leave their site for what might be considered competitive sites, often the listing of other resources is not emphasized, no matter how extensive it may be. Be aware that though they may sometimes be difficult to find, listings of other resources are present at most sites. **If you create a hotlist of links to the best "Other Resources" listings that are kept current on multiple sites, then you'll benefit from someone else keeping your best-of-the-best listings up-to-date. Try it. It works!**

Lone Eagles Learn to Teach From Any Beach

Instructional entrepreneurship is a growing trend related to how people can quickly learn the most beneficial new skills with the least investment of time and effort. In the Hands-on Activities for this lesson you'll discover how to find free online tutorials and lessons on nearly anything you might want to learn. Best of all, you'll see multiple businesses selling knowledge and skills in competition to provide you with the best benefits for the least investment of money, time and effort.

Hands-on Activities

Hundreds of hours have already been spent gathering the following "best" resources, from which you can invest your time to create your own "best-of-the-best" listings. First spend just a few minutes at each site to gain a quick overview, and then return to those sites which stimulated the greatest interest. Peek at their "Other Resources" listings and consider collecting the links to these listings.

1. Review the following and add your favorite discoveries to your collection

- **Entrepreneur's Edge**
<http://edge.lowe.org>
"Championing the entrepreneurial spirit! Learn how to be a successful entrepreneur! From the Edward Lowe Foundation. Select "Start-up Resources" for the motherlode.
- **The 'E' in Me",**
http://www.ait.net/products/e_in_me/
Select the link to Online Resources for a rich listing. Hosted by the Kauffman Center for Entrepreneurial Leadership, <http://www.emkf.org/>
- **Entreworld**
<http://www.entreworld.org>
Select Media Resource Center, then Entrepreneurship Quick Facts
- **Business@ Home**
<http://www.gohome.com>
Making a life while making a living. Select "Resources" for a directory of home-based business support organizations listed by state and country.
- **Home Office Association of America**
<http://www.hoaa.com>
SoHo (Small Office/Home Office Resources;) Excellent! See their resource links!
- **E-Team Ebusiness Training Resources**
<http://www.ext.msstate.edu/srdc/e-team/>
Sponsored by four regional rural development organizations, site includes resources to promote research and outreach education associated with electronic business issues. Click on the Sector Specific Resources, and the Basic Curriculum in addition to "links." From "Americans Communicating Electronically" <http://www.ace.org>
A USDA Economic and Development Systems initiative.
- **Netpreneur.org**
<http://netpreneur.org>
The best regional entrepreneurship site in the country, from Washington DC - the most electronically wired, educated, wealthy, and politically charged community in the world. Here are sophisticated and advanced resources for learning how to grow an online business. **See the Research Desk at** <http://netpreneur.org/Resources/researchdesk.html>
- **CEO Express; Business Resources**
<http://www.ceoexpress.com/default.asp>
Designed by a busy executive, for busy executives. A portal for keeping current.

- **Center for Entrepreneurship - University of Colorado**
<http://bus.colorado.edu/centers/entrep/home.htm>
- **More at** <http://lone-eagles.com/entrelinks.htm> and <http://lone-eagles.com/entrelinks2.htm>

Instructional Entrepreneurship

- **FreeAgent**
<http://www.freeagent.com>
Free tutorial on becoming a free agent, and many exciting related services. Robust resources to learn how you, too, can become a free agent "knowledge worker!"
- **Janet L. Jordan, Master Virtual Assistant**
<http://www.DallasMVA.com>
<http://www.VirtualAssistanceU.com>
<http://www.VACertification.com>
"I am a master virtual assistant, certified by VACertification.com, with a very successful VA practice and five years of training experience prior to starting VAU. My passion is to help others launch their own home-based VA practices. It is a labor of love and not money-driven. The cost of our 16-week program is very affordable (\$750) with most participants qualifying for 50% partial scholarships. Feel free to contact me should you have any questions. My tollfree number is 1-866-362-4548."
- **Virtual Support Services**
<http://vsscyberoffice.com>
Training offered by an Alaskan entrepreneur for becoming a virtual assistant.
- **Assist U - Learn to be a virtual assistant**
<http://www.assistu.com>
Training offered by an entrepreneur for becoming a virtual assistant.
Expensive - \$2500.
- **Fatbrain**
<http://www.fatbrain.com>
Upload your writings for sale via this cooperative marketing and profit-sharing model.

Review Lone Eagle Consulting's Best Online Learning Resources

- **Self-Directed Learning and Adult Literacy Web Tour**
<http://lone-eagles.com/webtour7.htm>
- **Free Learning and Other Freebies Web Tour**
<http://lone-eagles.com/freebies.htm>

- **Online Courses and Learning Pathways**

<http://lone-eagles.com/self.htm>

- **K-12 Online Courses**

<http://lone-eagles.com/courses.htm>

- **Internet Training Resources**

<http://lone-eagles.com/training.htm>

2. Find Free Online Tutorials on Nearly Any Topic

To find tutorials on email, search for: email AND tutorial* The asterisk (*) is a truncation character which means items will be retrieved which have anything that begins with the core prefix before the asterisk (*); for example: tutorial and tutorials, etc.

Substitute any word for email and you'll be surprised on what you'll find. Try substituting the words **lesson** and/or **course** for the word tutorial. **Experiment with logical variations.**

To look for genealogy tutorials...

Try this: genealogy AND tutorial*

Try again substituting tutorial* with class*, then course*, then lesson*

Learning advanced searching allows you to do all of these at once. Try: genealogy AND (lesson* OR tutorial* OR course* OR class*) Note: Include the brackets.

The more you noodle around and experiment, the more you'll learn.

3. Cut-and-Paste Your Own Collection of the Best-of-the-Best from reviewing the "Other Resources" listings for several of the sites in the web tour presented in this lesson.

Consider posting your web tour on the web to share with others at one of the sites offering free webpages. If you don't know how, it's easy. Experiment with the sites presented in Lesson 3 and see what you can learn. (You're becoming a self-directed Internet Learner!)

Recommended Readings

Read each article without clicking on the included supporting web addresses. Then return to explore those links that interest you.

- **The Future of Community Development - Make the Living You Want Living Wherever You Want**

<http://lone-eagles.com/comdev.htm>

Published September 2001 in "Future Courses - A Compendium of Thought about Education, Technology, and The Future" by Jason Ohler. Published by Technos Press <http://www.technos.net>

- **Lone Eagles Learn to Teach From Any Beach**
<http://lone-eagles.com/eagle.htm>
Published in Technology Horizons Journal, Nov. '99 Related to the entrepreneurial potential of being able to teach anyone, anywhere, anything, anytime.

Review briefly the resources at

- **Community Internet Empowerment Resources for Rural Idaho Communities**
<http://lone-eagles.com/ruralempowerment.htm>
Articles and resources to support rural community visioning for sustainability. Read the last two pages.

Submissions Required for the Ecommerce and Telework Certification

1. Email your instructor a one-page write-up on the time you spent on this lesson and which specific strategies you're prepared to adopt. Reference the best specific resources you reviewed during this lesson with emphasis on your particular interests. Verify that you've completed all activities and readings presented in this lesson.

Share with your instructor a self-assessment of your skills related to this lesson and which skills you plan on developing further. Use the following Subject line in your message "Submission for Lesson Four."

2. **Complete the Suggested Hands-on Learning Opportunities at**

Level Three - Communicating and Working Together (The Power of Building Learning Communities Through Internet Collaboration)
<http://lone-eagles.com/ecommerce-email.htm>

Optional Skillbuilders

1. Create a hotlist of entrepreneurship learning resources or for a topic of interest to you, just to see how amazingly easy this can be!
2. Compare the costs and quality of the three Virtual Assistant offerings in the Instructional Entrepreneurship section above.
3. Take the time to explore the Lone Eagle Listings of instructional resources above.

Lesson Five - Community Economic Development Strategies

Lesson Goals

- **The Strategies Behind Lone Eagle Telework, Telecommuting, and Telecomputing**
- **The Smartest Strategies For Creating Measurably Smart Communities**
- **The Strategies for Corporate Relocations and Individual Entrepreneurship**
- **The Strategic Differences Behind Volume, Value, and Human Bandwidth Benefits**

Telecommuting and Telework Opportunities

Telework can become a community economic strategy as well as an individual work strategy. Many communities are seeing that a community-wide initiative to develop citizens' skills can become a valid economic development initiative. Communities can promote a skilled citizenry as an available skills pool to attract corporate relocations. At issue is how can both individuals and communities most quickly elevate their skills level and put it on public display?

Training certification programs, such as this course, can support community-specific listings of electronic portfolio resumes for all citizens showcasing their skills, achievements, and willingness to receive additional training. Individuals who have shown the initiative to complete the certification training and post their electronic portfolio resumes will stand a much better chance for employment than those who have not. **Having demonstrated your ability to learn online puts you in a likely position for future online training. Communities who are savvy enough to host electronic portfolio resumes online will stand out as innovative and "Ready!"**

More and more businesses are realizing that rural teleworkers offer

- **less turnover**
- **a higher work ethic**
- **fewer missed work days**
- **and will often work for lower wages than their urban counterparts.**

La Grande, Oregon, received over fifty telework jobs by finding funding to install fiber optics as part of a partnership with a Portland-based healthcare organization. With the fiber optic connections, local workers became teleworkers telecommuting to work for the Portland headquarters.

Telework is a term that relates to work performed via telecommunications. Telecommuting is a term that relates to commuting to work via telecommunications. Telecomputing is a term that relates to working on a computer via telecommunications. All mean roughly the same thing. Be aware that many businesses have resisted hiring employees for telework for many years because they are unfamiliar with managing employees who are out-of-sight. There has to be a degree of trust, effective work performance measures, and sometimes also regular meetings face-to-face to maintain these working relationships.

Employers are finding the higher quality workers are demanding this type of flexible work arrangement as a condition for employment. **Your strategy should be to learn as much as you can about what's actually working regarding telework opportunities and where you can find the best training, support, and job-finding resources. The web tour presented in this lesson will present an initial exposure to telework and telecommuting resources.**

Smart Communities - Require More Than Just a Snappy Name

Just a few years ago there were many new initiatives touting the term "smart community." But, the term has been overused and many now recognize that being a smart community is far more difficult than just calling themselves a "smart community." The original assumption was that if high speed Internet was brought to a community, it would be obvious how to use it in clever ways to produce measurable benefits. **These smart communities became smarter by realizing - IT IS NOT OBVIOUS - how to leverage measurable benefits from faster Internet connections.**

It is an important fact to recognize that easy access to local dial-up Internet didn't result in the anticipated benefits. Avid local collaboration through the efficiencies of electronic mail did not occur as hoped, and volumes of quality entrepreneurial resources didn't quickly appear on local community web sites. In fact, many existing community networks advocating the benefits of the Internet actually were shut down due to lack of local support. **A smart community is one that has a real strategy to create an inspired and motivated learning community.**

The subtle truth is that you need to have both a vision and a plan for how any given infrastructure can be best utilized. Many communities have developed the attitude that the Internet is a toy best suited for kids with time to kill. Attitudes can be a major factor in whether or not any level of Internet access is put to good use. Would those in your community agree, or disagree, with the following statement? "We've yet to see a rural community benefit significantly from use of the Internet." **The fact that we're short on stories of communities who empowered themselves through local dial-up suggests that something more than just faster Internet connections are needed to see real economic development occur.**

Corporate Relocations Vs. Developing Local Entrepreneurs

Community planners would generally like to see robust economic development to generate tax revenues and a strong local economy. There are 26,000 communities competing for an average of 400 corporate relocations each year. But, in contrast, the majority of new jobs and economic growth comes from small businesses which produce over 80 percent of our international exports. While it might be a nice idea to attract a big company which might hire and train hundreds in your community, your odds may be much better investing in local entrepreneurs and small businesses. **The current trend, however, has focused on attracting corporate relocations, not on developing local skills or aspiring entrepreneurs. Both strategies can, and should, be developed together.**

Small businesses run by entrepreneurs account for 70 percent of current economic growth in the U.S. There are 100,000 call centers in the U. S., but the six largest call center companies have just moved their operations to India where 50,000+ citizens are learning to speak with an American accent. If a company comes to town, there will be no guarantee they will stay. However, **developing your local entrepreneurs is much more likely to bring economic stability for the long term.**

Five years ago, local dial-up Internet was expected to be the key to economic development, but did this turn out to be true? Emphatically, "No!" Though the potential was indeed there, much of it was missed, because it was not recognized and promoted. Today, we hear that broadband is considered to be the key to economic development. Can you detail how you would use broadband compared to local dial-up Internet? **Be wary of promises and assumptions: work from the facts and proven measurable outcomes.**

Internet Infrastructure and Bandwidth Issues

One common strategy is to install fast Internet infrastructure to attract corporate relocations and Internet entrepreneurs. The speed of Internet connections is referred to as bandwidth. Dial-up modems typically have low bandwidth; fiber optics deliver very high bandwidth. **It is true that broadband applications will best evolve after everyone has convenient access in the home and in the workplace.** (The term "broadband" generally means far faster Internet than dial-up services offer.) But, you should always ask for specific numbers as broadband is too general a term to hold much specific meaning anymore.

A local telecenter with fiber optics can allow any business located within that telecenter direct access to extremely fast Internet speeds. Anyone else will need to dig a trench to lay fiber to their location. This is often prohibitively expensive. Increasingly, **wireless options present a more cost-effective alternative for distributing fast Internet access than wired options.**

Faster Vs. Smarter

Many telecommunications companies will tell you to take their word that you should invest heavily in their high speed infrastructure products. Cisco System's commercials challenge: "Are You Ready?" While faster Internet speeds definitely open the door to additional applications, the level of benefit depends primarily on what you've learned to do with the Internet - regardless of the speed.

The smartest use of dial-up Internet connections may not be obvious. Online collaboration can be very effective regardless of Internet speeds, but requires written communication and relationship-building skills. This type of **"human bandwidth"** relates to true collaborative capacity and the speed or volume of data transport should not be considered to be equal to the value of the information sent. You might find it useful to think in terms of **"value bandwidth"** instead of just **"volume bandwidth."** Maintaining an Ecommerce web site effectively may not require more than a basic dial-up Internet connection. **Watch for examples of the many smart ways to leverage the highest levels of benefit from even the slowest of Internet connections.**

One example: Offline browsers are an example of tools that allow capturing any number of web pages for offline viewing in a manner similar to high speed Internet. Offline browsers can be used automatically to capture all new information on any number of web pages during the night. A used car dealer could use an offline browser to have all the competition's web pages automatically ready for instant viewing every morning. The newer versions of the Internet Explorer browser have this feature built in. A \$45 offline browser called Webwhacker can be downloaded for a 30-day free trial from <http://bluesquirrel.com>.

The degree of benefit from any level of Internet speed is typically more related to the level of training and thoughtful application than to Internet speeds alone. Never assume you'll figure out how you'll use an expensive infrastructure after you've invested heavily. Know beforehand exactly which specific applications will justify your investment.

The need exists to demonstrate those community applications which best justify the considerable financial investments required to provide community-wide broadband and to distinguish these from the best applications of low-bandwidth Internet access, such as local dial-up services. An accurate initial assessment of the best dial-up applications will be necessary to make a clear case for the need and role for broadband services.

A common mistake is to presume that the value of the community Internet applications are directly related to the level of bandwidth. On the contrary, other factors, such as human bandwidth, play a vital role in determining the level of benefit, regardless of the volume bandwidth. **Years of experience with Internet training of teachers have shown that if each dollar invested in infrastructure is not matched with a dollar for Internet training, the resulting seriously under-utilized infrastructure will devalue the infrastructure investment.**

Satellite and Wireless Options

There are some immediate options to consider while waiting for fiber optics to reach your front door, even if they might be short-term. A broadband satellite can bring 2-way Internet to any location in the lower 48 states for as little as \$70/month for a single PC. Other options can serve multiple PCs and businesses. As one example, the instructor for this course lives on a remote ranch with a 2-way Tachyon satellite dish. Wireless connections can be far faster than copper phonelines and the newer technologies are creating exciting economic opportunities for rural citizens. **Articles and resources for satellite and wireless solutions are at** <http://lone-eagles.com/wireless.htm>

Hands-on Activities

1. Review a sampling of the smart community guides and community networking applications listed in the following resources.

- **Community Networking Clearinghouse**
<http://lone-eagles.com/community.html>
Select the section on "Community Networking Guides and Reports." The best ideas and resources from dozens of community networks and related organizations.
- **National Rural Development Partnership**
<http://www.rurdev.usda.gov/nrdp/index.html>
Their rural links <http://www.rurdev.usda.gov/nrdp/resources.html>
and their Rural Development Listservs!
<http://www.rurdev.usda.gov/nrdp/listserv.html>
- **Four Federal Rural Development Regional Centers**
<http://www.reeusda.gov/ecs/rrdc.htm>
Explore for rural development resources.
- **BC Smart communities**
<http://www.citismart.net/>
One company's approach to creating smart communities. They claim to have more smart resources than anyone else. See if you can find them.
- **ABCD** <http://www.nwu.edu/IPR/abcd.html>
Community Asset Mapping - services and information. An exceptionally interesting organization!
- **Economics Textbook Links**
www.econtoday.com
A web site for an economics textbook with exceptionally interesting resources.

2. Explore

- **Telecommuting Jobs Listing and How-To-Telecommute Handbook**
<http://www.tjobs.com>
Interesting focus for a home business to teach others telecommuting skills.
- **Smart Valley Telecommuting Guide**
<http://smartone.svi.org:80/PROJECTS/TCOMMUTE/TCGUIDE/HTMLVERS/tcg1.html>
A good guide from Silicon Valley
- **Mining Company Telecommuting Resources**
<http://telecommuting.miningco.com>
Note the related sites on the left-hand menu and that you're invited to ask questions of a real person.
- **Telework Tools and Telework Resources**
<http://www.energy.wsu.edu/telework/tools.htm>
Extensive resources from the University of Washington. Includes a guidebook, training manuals, and links to more such resources.
- **Teleprompt Teletraining Trial**
<http://www.icbl.hw.ac.uk/telep/telework/conts.html>
Exceptional Training Resources and listings of telecenters.

3. Practice Your Searching

A three-minute search using "telework" as a keyword produced the following resources:

<http://www.telework.gov> from the Federal Government
<http://www.att.com/telework> from AT&T
<http://www.telework.com> <http://telecommute.org> <http://www.intelework.com> as businesses and <http://www.telework.ch> for International telework information in German, click on the English button.
<http://www.ivc.ca/webring.html> International telework webring listing. See what you can find for telecommuting, telecomputing, AND training, tutorials, courses and/or lessons.

Recommended Readings

Read each article once without clicking on the presented web addresses. Then return to explore those links that interest you.

- **Read last 2 pages of Rural Community Internet Empowerment**
<http://lone-eagles.com/ruralempowerment.htm>
- **The Idaho Ecommerce Homesteader's Cooperative**
<http://lone-eagles.com/homestead.htm>
A grant template for Idaho communities with the potential to become a statewide initiative.

- **An Executive Overview for Project Planners on the Hard Questions for Community Internet Empowerment**
<http://lone-eagles.com/overview.htm>
A hard look at what's not obvious for planning a successful community project.
- **Review the Community Networking Guides listed in chapter 11**
<http://lone-eagles.com/chap11.htm> from **The Good Neighbor's Guide to Community Networking** <http://lone-eagles.com/cnguide.htm>.
- **An Introduction to Internet Connectivity Solutions**
<http://www.schoolsonline.org/resources/index.htm>
Scroll to the technology section and select the **Schools Online Connectivity Guide**. Written by Steve Cisler regarding school connectivity, but very helpful regarding community connectivity.

Submissions Required for the Ecommerce and Telework Certification

1. Email your instructor a one-page write-up on the time you spent on this lesson and which specific strategies you're prepared to adopt.
Reference the best specific resources you reviewed during this lesson with emphasis on your particular interests.
Verify that you've completed all activities and readings presented in this lesson.

Share with your instructor a self-assessment of your skills related to this lesson and which skills you plan on developing further.
Use the following Subject line in your message "Submission for Lesson Five"
2. **Learn about Mentoring as an Essential Internet Skill**

Level Four - Learning-to-Earn for Sustainable Communities
(The Power of Building Online Communities)
<http://lone-eagles.com/ecommerce-mentor.htm>
3. Post the best telework resource you've found during this lesson to the class listserv.
Please post only original resources not already listed in this lesson.

Lesson Six - Ecommerce and Building Collaborative Capacity

Lesson Goals

- **The Strategies Behind Understanding Rural Innovation Diffusion**
- **The Strategies for Growing Local and Global Collaborative Capacity**
- **The Strategic Lessons Learned from the History of Community Networking**
- **The Strategies Behind Grantwriting to Win Funding for Community Projects**

Understanding Rural Innovation Diffusion

If suddenly we all shared the same vision for the power at our fingertips and understood how collaborative capacity can dramatically empower individuals, communities, and businesses - the world would be a very different place. **Understanding how innovations diffuse across communities over time and how shared ideas develop is fundamental to developing strategies based on the accelerating evolution of innovation and ideas which are historically unique to the modern day.**

Changing Our Behavior and Walking-the-Walk

The history of community networking shows that broadly sharing a tangible vision has its challenges, but the potential and the need has never been greater. Corporations are now scrambling to develop their internal skills for online collaboration and online learning into intellectual and human capital advantages. Much can be learned by shadowing what the major corporations have learned about what they have yet to learn - and master. For years we've heard many businesses and organizations "talk-the-talk" about the benefits of online communications, but now corporations are finding they'll have to "**walk-the-walk**" if they are to keep abreast of their competition. **Changing human communications behavior is not easy.**

Lifestyle Concerns Vs. "Business at the Speed of Thought"

Bill Gates wrote a book titled Business at the Speed of Thought. There is no upper limit to how efficiently business and learning can be conducted with global high-speed access between business partners and, eventually, consumers. At the same time, rural citizens in particular will question the issue of lifestyle. Many abhor a ringing cell phone at their side every moment. Others resent being pressured with having to make

instant decisions. Collaborating with others to share information can make for a lighter load for all concerned, as a key strategy for dealing with information overload and the challenges of staying current. **There are real issues and tensions here, but finding a workable collaborative balance is possible, if not inevitably necessary.**

Building on Lessons Learned from Ten Years of Innovation

Over the past ten years there have been hundreds of community networking projects, most of which no longer exist. New community projects are regularly appearing, hopefully based on the lessons learned from past projects. Corporate and Ecommerce strategic initiatives to define and grow collaborative capacity are growing, as well. Those which prove to be most successful, whether businesses or communities, will be the big winners over the coming decades as social and economic value is strengthened by effective ongoing sharing of the highest-value knowledge to meet their most urgent needs. **Themes of inclusion, loyalty, cooperatives, purposeful community service, supporting global causes, and sharing the wealth are likely to dominate.**

The issue of how best to support people using information technology to create value and capacity relates to both community sustainability and growing new business opportunities. As our sense of traditional community bonds decline, particularly in urban areas, the need for a supportive community is likely to re-emerge in the form of virtual communities of shared interest. **In rural communities, the opportunity is perhaps greater to use collaborative tools to reinforce community bonds, but this will depend on the vision and behaviors of rural citizens.**

Possibly the most important lesson learned is people will only collaborate around a specific purpose or goal. Be prepared to answer their question: **"What's in it for me?"** Virtual online communities of interest will become increasingly important for sustaining both traditional communities and Ecommerce communities.

Grantwriting Skills

Whether writing a grant proposal to create a business or to create a community networking project - the key is to be clear as to the specifics of your action plan. There is more money available than there are great well-articulated ideas. In the hands-on activities and readings for this lesson you'll be in a position to learn from the extensive efforts of others. **While many had a wonderful vision, far fewer were effective sharing that vision to engage others to create sustainable benefit.**

Hands-on Activities

1. **Review Lessons Learned from Ten Years of Community Networking Innovations**
 - **A Chapter on Lessons Learned from "The Good Neighbor's Guide to Community Networking"**
<http://lone-eagles.com/chap10.htm>
Build on the lessons learned by others.

- **Read and explore the links at Building Collaborative Capacity**
<http://lone-eagles.com/capacity.htm>
- **Explore: A Community Networking Applications Web Tour of educational, business, healthcare, and electronic democracy applications**
<http://lone-eagles.com/aspen.htm>
Review the innovations of many early pioneers of community networking.
- **Review the school and community free collaborative services listed**
at <http://lone-eagles.com/curric.htm>
Consider the growing importance of a shared community vision. Many free collaborative tools and services allow parents, teachers, students, and administrators the opportunity for creating their own community network, including free web pages, gradebooks, calendars, and much more.
- **Take the Electronic Democracy WebTour**
<http://lone-eagles.com/democracy.htm>
Consider the higher purposes for creating a learning community - creating a truly educated democratic society! The highlights are the **Virtual Activist Curriculum** found on the homepage for <http://netaction.org>, and the WebActive search engine at <http://webactive.com> for searching over 2000 websites dedicated to specific causes and purposeful collaboration.

2. Learn About Grantwriting

- A. **Read the Grantwriting Tips, and Review Tutorials, and Funding Sources for Rural Communities** <http://lone-eagles.com/granthelp.htm>
- B. **Read one or more of the following grant proposals to get an idea of tangible community activities as well as the structure of a proposal.**
 - **The Idaho Ecommerce Homesteader's Cooperative**
<http://lone-eagles.com/homestead.htm>
A community grant template written in association with this course specifically for use by Idaho communities. You're welcome to use this to create your own community grant proposal.

An earlier version written for Alpine, Texas is at <http://lone-eagles.com/alpine2.htm> and another version written for Alaskan Native Villages is at <http://lone-eagles.com/northstar.htm>
 - **The Community Bootstrap Initiative "Doing for Ourselves-Together"** <http://lone-eagles.com/articles/boot2.htm>
A grant proposal model to consider adapting for your community.
 - **Culture Club – Community content and self-publishing** to address the global need for culturally appropriate Internet training visions and resources. Includes a Lone Eagles Apprenticeship Ecommerce program.
<http://lone-eagles.com/cultureclub.htm>

For similar themes to seed your brainstorming see also

<http://lone-eagles.com/trainers.htm> and <http://lone-eagles.com/youth.htm>

- **Youth-Driven Community Internet Awareness Initiatives** are described in **Chapter Seven** <http://lone-eagles.com/chap7.htm> from the **"Good Neighbor's Guide to Community Networking"** <http://lone-eagles.com/cnguide.htm>
- **Creating a Community Self-help Internet Empowerment Model** <http://lone-eagles.com/taosvisions.htm>. A concept paper with many fundable ideas written for the Taos, NM Kellogg MIRA project participants, complete with grant template URLs. For more on the MIRA projects model for community Internet workshops see <http://lone-eagles.com/miramodel.htm>
- **Youth-driven Cultural Community-Building** <http://lone-eagles.com/bartsgrant.htm>
A recent grant written for Alaskan Villages.

Recommended Readings

Read each article once without clicking on the presented web addresses then return to explore those links that interest you.

- **Innovation Diffusion - Looking at the Process of Change**
<http://lone-eagles.com/innovation.htm>
Understanding how we adapt to change.
- **Bringing Ideas Into Being**
<http://lone-eagles.com/ideas.htm>
Ideas are real things. Democracy is an example. Making them live and grow can present challenges.
- **Chapters 4 " Starting a Community Network; How to Get and Use the Tools"** <http://lone-eagles.com/chap4.htm>
From the Good Neighbor's Guide to Community Networking
<http://lone-eagles.com/cnguide.htm>
Steps toward creating a community network and lessons learned from past efforts.
- **Making the Missing Connections... A Wake-up Call Regarding True Community Internet Empowerment**
<http://lone-eagles.com/wake-up-call.htm>
A realistic view of issues to be considered when considering implementation of Community Internet projects.

Submissions Required for the Ecommerce and Telework Certification

1. Email your instructor a one-page write-up on the time you spent on this lesson and which specific strategies you're prepared to adopt. Reference the best specific resources you reviewed during this lesson with emphasis on your particular interests.

Verify that you've completed all activities and readings presented in this lesson.

Share with your instructor a self-assessment of your skills related to this lesson and which skills you plan on developing further.

Use the following Subject line in your message "Submission for Lesson Six"

2. Send your instructor a half-page description of the ideal community project you feel would actually work best for your community.

Optional Skillbuilders

1. Review the lesson on grantwriting at <http://lone-eagles.com/asdn18.htm>.
2. Find the book on "Innovation Diffusion" at <http://amazon.com> or at your local library.

Lesson Seven - Keeping Current on Competition and New Markets

Lesson Goals

- **To Develop a Personal Strategy for Learning From Your Competition**
- **To Develop a Strategy to Identify New Markets and Products**
- **Strategies for Community Programs to Grow Your Local Market**
- **To Establish a Strategy for a Local Online Community and Collaboration Plan**

Learn to Monitor Your Competition Regularly

If you're in a rural area but have access to the Internet there's no reason you can't be as informed as someone in a big city. But, you have to be proactive and get out and about to see how others are succeeding. In your own community there may be innovations and successful web entrepreneurs that you don't know about. In this lesson you'll explore how to identify local web Ecommerce successes and opportunities.

As you may appreciate, most rural people are not Internet wizards like you. **A business opportunity might be for you to show others how you can help them get their business online, or learn how similar businesses are using the web.**

Searching for What Is Already Working

As people grow more comfortable using the Internet, new markets for products and services will naturally emerge. While many businesses are spending huge amounts of money on research, collecting resources, and building web-based collaborative tools and strategies, you will be able to directly benefit by simply reviewing their best online strategies. However secretive they might be initially, at some point they will have to present their best strategies on the web. **Ecommerce businesses monitor each other carefully. They are alert to borrow ideas that are just beginning to demonstrate a positive return.**