

# Entrepreneurship 101

## Course Overview

Business consulting is one of the fastest growing industries around the world. You can offer participants a great start to building their own consulting business with this one-day training package. We've designed a comprehensive program that covers everything from developing a business plan to the nuts and bolts of a consulting business (such as rate sheets, contracts, networking skills, and sales and marketing strategies). Participants will leave the course with a head start on building their business.

## Course Outline

Introduction

### **Session One: Course Overview**

### **Session Two: What It Takes to Make It**

Pre-Assignment Review

Traits of an Entrepreneur

### **Session Three: Resources to Consider**

### **Session Four: Laying the Groundwork**

Finding Business Ideas

Considering the Options, Part One

Outlining Your Ideas

Considering the Options, Part Two

Assessing Your Ideas

Considering the Options, Part Three

Evaluating Your Capacity for Risk

### **Session Five: Building On Your Business Idea**

Developing Your Product Idea

Making Connections

Identifying Your Target Market and Customers

Developing Your Value Proposition

Creating Financial Projections

### **Session Six: Business Ownership Options**

Types of Business Ownership

Purchasing a Franchise

Purchasing an Existing Business

### **Session Seven: Key Documents to Prepare**

Business Plan

Executive Summary

Pitch Deck  
30-Second Pitch  
Practicing the Pitch  
White Papers

**Session Eight: Gathering Funding**

The Basics of Financial Statements  
Brainstorming Solutions  
Funding Options

**Session Nine: Developing Your Product**

The Steps of Product Development  
Protecting Your Intellectual Property

**Session Ten: Creating a Sales and Marketing Strategy**

Introduction to Marketing  
Stage One: Consumer and Market Analysis  
Stage Two: Analyzing the Competition and Yourself  
Stage Three: Analyzing Distribution Channels  
Stage Four: Creating a Marketing Plan  
Making Connections  
Stages Five and Six: Implement, Evaluate, Review, and Revise  
Leveraging Social Media  
Building Your Sales Force

**Session Eleven: Branding 101**

What Branding Is All About  
Developing Your Brand Name  
Developing a Slogan  
Types of Logos  
Getting Creative

**Session Twelve: Setting Up Your Office**

Choosing a Location  
The Pros and Cons of Home-Based Businesses

**Session Thirteen: Launching the Business**

Getting Off the Ground  
Setting Up Your Organizational Chart  
Recruiting and Engaging the Right People

**Session Fourteen: Keeping the Business Moving**

Keeping Track of Your Business  
Growing Your Business  
Don't Give Up!

**Session Fifteen: Being an Entrepreneurial Leader**

Michael Gerber's Three Perspectives

Case Study

**Session Sixteen: Bringing It All Together**

Recommended Reading List

Post-Course Assessment

Pre- and Post-Assessment Answer Keys

Personal Action Plan