

Section 1

Unit 1

- What is an Entrepreneur?
- Checklist For Going Into Business
- Are You A Potential Entrepreneur?
- Success, Self-Esteem and Goals
- Brainstorming Business Ideas

Unit 2

- As You Start Your Business
- Selecting A Legal Structure
- Licensing And Registrations
- Planning Your Business

Unit 3

- Using Technology
- The Essential Eleven Computer Skills
- Marketing Strategies
- Internet Opportunities

Unit 4

- Managing Your Business
- Financial Statements
- Record Keeping And Taxes
- Grants And Government Programs

Section 2

Unit 1

Getting Started—Refine your concept and begin your plan

- Prepare your concept statement—What, Who, Why, When, and How.
- Identify product/service features and benefits.
- Identify limitation, liabilities, and regulations.
- Write your Business Description and evaluate it against a Business Description checklist.

Unit 2

Prepare the Marketing Plan

- Conduct an industry and competitive analysis.

- Perform a market analysis and identify target markets and a market penetration strategy.
- Identify your pricing strategy.
- Write your Marketing Plan and evaluate it against a Marketing Plan checklist.

Unit 3

Prepare the Management and Financial Plans

- Identify key people and positions, duties and responsibilities.
- Determine funding needs and sources.
- Create sales and expense estimates.
- Write your Management and Financial Plans and evaluate them against checklists.

Unit 4

Complete the Business Plan and Assess Business Feasibility

- Polish the plan and add final elements—Cover Page, Executive Summary, Table of Contents.
- Evaluate business plan against checklist and identify items in need of additional work.
- Assess business against feasibility checklist.

- Identify next steps.

Section 3

Unit 1

The Customer as the Driver

- Marketing Decisions Framework
- Positioning Your Product or Service
- Marketing Strategies and Goals

Unit 2

Communicating Value to Customers

- Key Selling Messages
- Creating Emotional Connections
- Personal Selling
- Networking: Your 30-Second Introduction

Unit 3

Creating a Strong Brand

- Managing the Marketing Mix

- Marketing on a Shoestring Budget
- Your Marketing Calendar
- Implementing Your Plan

Unit 4

Building Customer Relationships

- Tools to Meet Your Strategic Goals
- Online Opportunities and Social Media Checklist
- Generating Buzz: Word-of-Mouth Marketing
- Measuring Effectiveness