

# Entrepreneurship Workshop

Would you to be your own boss? Have you ever dreamed of starting your own business? Don't know what to do about your great business idea? If you have ever thought about these situations then you need our entrepreneurship workshop.

Let our Entrepreneurship workshop help you achieve your dreams. Being an entrepreneur can be full of risks. These risks are minimized through drafting a business plan, knowing your competition, and successful marketing. All these and more can be found in our Entrepreneurship workshop.

## Workshop Objectives:

- Understand how to start a business
- Develop a business plan
- Get financing for your business
- Hire and train employees
- Run your business
- Grow your business



For more information or to reserve your spot in this workshop, please contact:

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## CLASS CONTENT

### **Module One: Getting Started**

Workshop Objectives

### **Module Two: Decide on the Type of Business**

Is It Feasible?

What Are Your Interests?

Do You Have the Experience?

Are You an Expert?

Case Study

Module Two: Review Questions

### **Module Three: What Is the Market/Competition Like?**

Is the Venture Lucrative?

Is There Competition?

How Can You Set Yourself Apart from the Competition?

How Is the Customer Prospect?

Case Study

Module Three: Review Questions

### **Module Four: Basics of Starting a Business**

Decide on a Name

Legal Structure of the Business

Register the Business

Choose the Location

Hire an Accountant

Case Study

Module Four: Review Questions

### **Module Five: Create a Business Plan**

What Should Be Included in the Business Plan?

Gather Documentation

Develop a Business Plan Outline

Draft a Business Plan

Case Study

Module Five: Review Questions

### **Module Six: Get Financing**

Contact Organizations for Guidance

Decide the Type of Financing

Shop Around

What to Do Once Approved

Case Study

Module Six: Review Questions

### **Module Seven: Hire Employees**

Develop Job Descriptions

Advertise Positions

Interview Candidates

Select Candidates

Case Study

Module Seven: Review Questions

### **Module Eight: Training Employees**

Teach Company Culture

Implement Actual Training for the Position

Provide Feedback

Offer Additional Training, If Necessary

Case Study

Module Eight: Review Questions

### **Module Nine: Market the Business**

Traditional Marketing

Create a Website

Social Media

Networking Groups

Case Study

Module Nine: Review Questions

### **Module Ten: Run the Business**

Procurement

Sell! Sell! Sell!

How to Manage Cash Flow

Budgeting

Case Study

Module Ten: Review Questions

**Module Eleven: Grow the Business**

Offer More Products / Services

Open Another Location

Franchise Opportunities

Scoring Large Contracts

Case Study

Module Eleven: Review Questions

**Module Twelve: Wrapping Up**

Words from the Wise