

Welcome to

**Entrepreneurship
for Individuals
And
Non Profits**

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JUDAISM**

Deeply rooted. Boldly relevant.

Step 1: The Idea

What is your idea?

How will your idea make money?

Is your idea part of a larger plan?

Do you feel passionate about your idea?

Is your idea related to anything you are already doing?

Is your idea something you can reasonably achieve?

What will it take to make your idea into a reality?

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Step 2: The Setup

Who will run this enterprise on a day to day basis?

Who will be the ultimate decision maker(s)?

What will be done in-house, and by whom? What will be outsourced?

What collateral will you need? (product, website, fliers, etc)

What is your timeframe?

Who needs to buy in in order to move this forward?

Do you already have an audience you can leverage?

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Step 3: Legalese

Do you need to formally create a corporation?

Do you need any permits?

How will you handle accounting?

Recommendations:

1. Speak with your accountant and let them know what you are planning. A good CPA can advise you and help you get set up the right way.
2. Contact your local state representative's office and have a conversation about what you need to do in order to get started (ie what is required in your state).

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Homework

For Individuals who want to start a business:

Contact someone who already has a business like this one but for whom you will not be a direct competitor, and ask if you can pick their brain for an hour.

Figure out your “why” – why do this? Why make this change in your life? Write down your why on a piece of paper in 2 sentences or less, and post it somewhere where you can see it every morning.

Are there any groups on Facebook or Meetup for people who have businesses like the one you are considering? Any Youtube videos that are relevant to this type of business? Watch videos, join groups, ask questions, network.

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Homework

For Non Profits who are seeking ways to make extra income:

Have a conversation with your employees about ideas to generate additional income. Ask for their input.

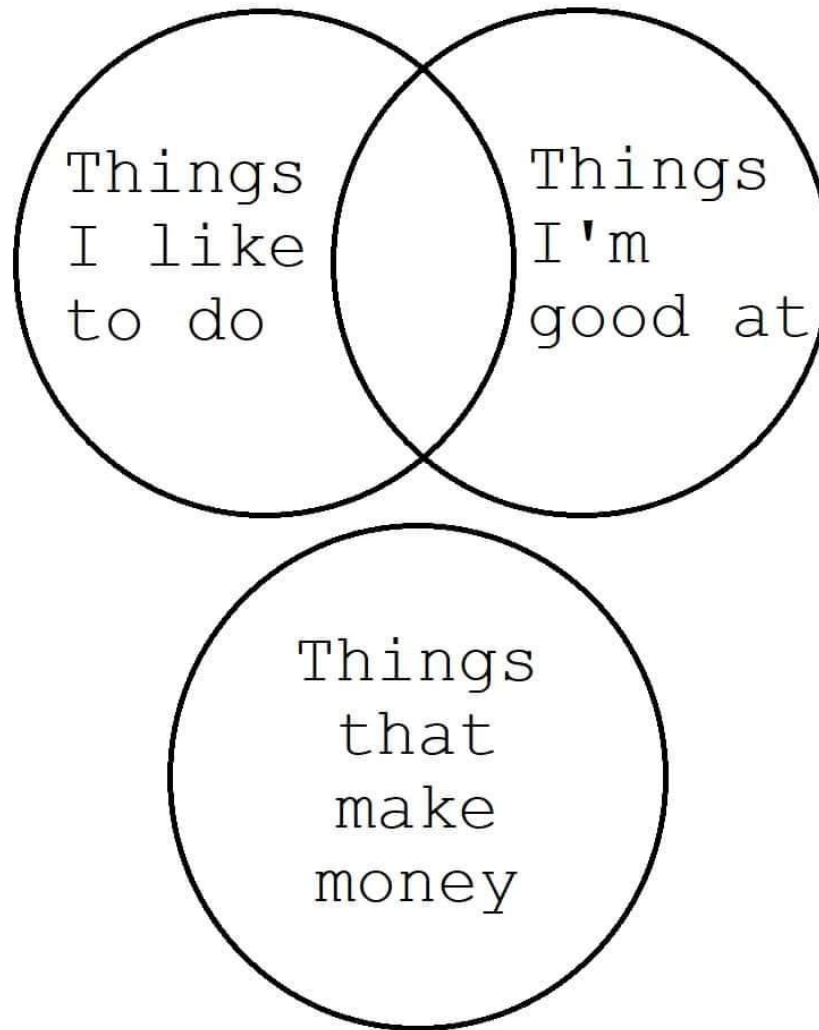
Figure out your goals around this... is it just about extra income? How much income do you hope to generate? Can these efforts double as an audience engagement tool?

Are there similar organizations out there who have embarked on a journey similar to the one you are considering? If so, reach out to them. Ask if you can have a conversation about it with the people who are running their operation.

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Venn Diagram of my life:



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Don't Forget, You Can:

- Start late
- Start over
- Be unsure
- Act different
- Try and fail

And still succeed.

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A DREAM written
down with a date
becomes a GOAL.

A goal broken down
into steps becomes
a PLAN. A plan
backed by ACTION
becomes REALITY.

JOURNEYSTRENGTH

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Welcome to

**Entrepreneurship
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Session 2**

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Review: Homework from last week

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Discuss!

Let's take a few minutes to discuss what we learned.

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Congratulations, you have a business! Now what?

What kind of company do you want to be?

What is your mission?

- Think about your mission. Are you just supplying goods to consumers, or are you raising funds for a good cause? Come up with a mission statement that tells the world who you are and why you're doing this.

How will you conduct yourself in business?

- Will you run an ethical business? If so, what does that mean?

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It's time to spread the word!

Who can you tell about your business?

- Built-in audiences (family, friends, members of your congregation, etc)

How will you tell them about your business?

- Phone calls, emails, announce on Facebook, mailings

Be sure to ask them to help you spread the word! Even if they are not a good fit for what you are selling, maybe they can think of a friend who would be a good fit!

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Thinking Outside the Box

How can you expand and reach potential customers who are outside your sphere of influence?

- online ads, partnering with like organizations for promotions

What happens once you get your first sale?

- Delight the customer by going above and beyond, then ask for feedback.

Be sure to ask them how they heard about you!

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Outsourcing

Are there aspects of this business that can be outsourced?

- If there are not enough hours in the day for you to do all the things you need to do in order to run your business successfully, it may be time to outsource some tasks!
- This is an ideal situation for start up businesses that aren't yet ready to hire employees, but perhaps need some one-off tasks completed for them, such as a website or some design work.

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Homework – Let's get you thinking like an entrepreneur!

What is your mission statement as a person?

If your life were a business, which tasks would you outsource? Why those tasks instead of others?

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**Don't miss
out on
something
that could
be great just
because it
could also
be difficult.**

THE KEY TO
SUCCESS IS TO
START BEFORE
YOU ARE
READY

— *Marie Forleo*

" YOU DON'T HAVE
TO SEE THE WHOLE
STAIRCASE, JUST
TAKE THE FIRST
STEP. "

MARTIN LUTHER KING

Welcome to

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Session 3**

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Homework Review – Let's get you thinking like an entrepreneur!

What is your mission statement as a person?

If your life were a business, which tasks would you outsource? Why those tasks instead of others?

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How to Get Clients/Customers

Who is your ideal client?

- Who are the people most likely to purchase your goods and services? Are they people you already have a relationship with? Strangers? Describe your ideal client or customer.

Write your sales pitch.

- Create a fictitious person who is your ideal customer, and write your sales pitch as though you were speaking directly to that person. Why is what you have to offer the perfect product/service/solution for them/for their life?

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How to Advertise

Think about the fictitious ideal client you created. Now consider how to best reach someone like them. Where do they hang out? What websites do they visit?

- Brainstorm by coming up with 5 places you think this person would hang out, and 5 websites you think they would visit.

How can you use what you know about the ideal client to get your message in front of them?

- Can you advertise on websites you think they visit? Can you print fliers and post them in places they hang out?

Don't forget to ask your family and friends to help you spread the word! Even if they are not a good fit for what you are selling, maybe they can think of a friend who would be a good fit!

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Promotions

Once you have identified your ideal client, perhaps they know others who are like them, and would also be ideal clients for you. How do you get them to help you get even more clients?

- Run a buy one get one half off sale, have a “bring a friend, get 20% off” sale, ask for contact info for friends they think will also be interested in exchange for a discount, etc. What kinds of promotions along these lines have you encountered from existing businesses? Were they effective? Why or why not?

Keep them coming back

- Offer customers a discount off their next purchase, but have it expire within a relatively short time period. Get them to come back in again at least once more while you are still fresh in their memory.

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Keeping in Touch

Once you have a client, what will you do to keep in touch with them?

- Consider a newsletter, social media groups or pages where you post relevant content, or other more personal touches.
- Have any companies or organizations done a particularly good job of keeping in touch with you after making the initial sale? What did they do that stood out to you?

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Staying Motivated

Being an entrepreneur can be scary. It's important to keep yourself motivated.

- Even before you get started, the idea of entrepreneurship can be intimidating to many people. It's important to find ways to keep yourself motivated.
- Find other entrepreneurs and like-minded people and surround yourself with them. Like having a gym-buddy can help you stay on track with fitness goals, having an entrepreneur-buddy can help both of you stay on track and be accountable.

Visualize Goals

- Once you set goals, figure out how you will represent them visually. You will want to hang these up so you can look at them often and mark your progress.

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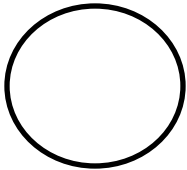


Visual Goals Example

My Business Goals - 2019

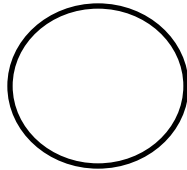
I color in the corresponding circle and record the date each time I reach a goal.

Reach \$7,500 in sales
in a single month



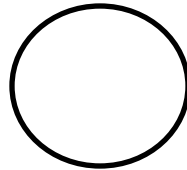
Date achieved: _____

Makes sales to a total of
100 unique customers



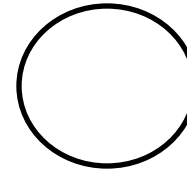
Date achieved: _____

Reach \$10,000 in sales
in a single month



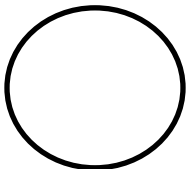
Date achieved: _____

Have 2,000 active listings
for sale



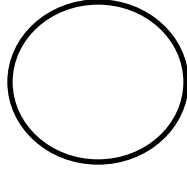
Date achieved: _____

Implement a new tool that
helps business become
more profitable



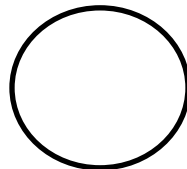
Date achieved: _____

Read a great book that
helps me improve the
business



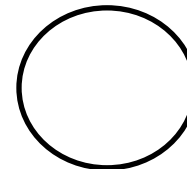
Date achieved: _____

Reach \$12,500 in sales
in a single month



Date achieved: _____

Be interviewed about my
business for a relevant
publication



Date achieved: _____

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**THE KEY TO SUCCESS
IS TO FOCUS ON
GOALS, NOT OBSTACLES.**

SUCCESS.com

“If you don't
**BUILD YOUR
DREAM,**
someone
else will
hire you
to help
them build
theirs.”

Tony Gaskins

Believe
in yourself

— & —

you will be
Unstoppable

Thank you!

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