



Entrepreneurship Essentials Lesson Plan

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The Essential Guide for Entrepreneurship


Overview

Welcome to our Train in a Day – The Essential Guide for Entrepreneurship Skills Course. This e-learning course will supply you with tips and techniques that will help you start a company quickly and confidently. You'll learn practical tools you can use to launch, pitch, raise funds, build a team, market and even evangelise your business! This course includes activities that you'll have to complete to demonstrate your understanding of the lessons.



What You'll Learn

- How to start your business and get it to market quickly and leanly
- Discover how to pitch your business using Guy Kawasaki's "Only 10 Slides" hack
- Get tips on how you can raise capital for your start-up or growing your business
- Understand how you can build a team that won't sink your start-up
- Be able to apply entrepreneurial marketing and evangelising to kick off and grow my business



Audience

The Essential Guide for Entrepreneurship Skills Course is designed for budding entrepreneurs of all backgrounds and experience levels. This course is not going to do the work for you but you'll get the clarity and confidence to do the work yourself.





Starting Your Business





Pitching Your Business Using Guy Kawasaki's Hack



Raising Money For Your Business



Building Your Entrepreneurial Team



Applying Principles Of Entrepreneurial Marketing And Evangelism

TRADITIONAL VS. ENTREPRENEURIAL MARKETING

ENPURPLE.COM



What You Will Learn

Train in a Day Essential Guide for Entrepreneurship Checklist

I understand how to start a business and get it to market quickly and leanly

I can design a pitch for my business using Guy Kawasaki's "Only 10 Slides" hack

I know how I can get funding my start-up or for growing my business

I understand how to build a team that won't sink my start-up

I am able to apply entrepreneurial marketing and evangelism to kick off and grow my business

