

BEGIN YOUR DARING, DAZZLING FANTABULOUS BUSINESS

START

THE SECRET TO GETTING AHEAD, IS GETTING STARTED

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Who is an entrepreneur?

An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services, and business/or procedures.

Who is an Social Entrepreneur?

A social entrepreneur is a person who pursues novel applications that have the potential to solve community-based problems. These individuals are willing to take on the risk and effort to create positive changes in society through their initiatives.

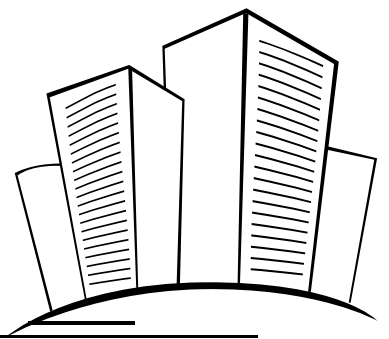
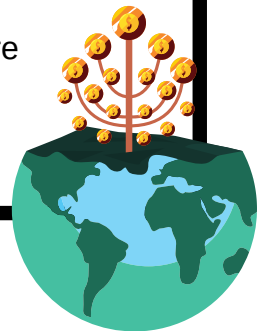
Examples of Entrepreneurs

- Graphic Designers
- Hair Salon Owner
- Butcher Shops
- Autobody Shops
- Virtual Assistants
- Photographers
- and so many more



Examples of Social Entrepreneurs

- Green Product Creators like GO Green
- Pay-it forward initiatives like Toms Shoes
- and so many more



What is a product

An article or substance that is manufactured or refined for sale.

What is a service

the action of helping or doing work for someone.

What Product or Service do you want to create your business around?

What is a Business Plan

A business plan is a written description of your business's future. That's all there is to it--a document that describes what you plan to do and how you plan to do it. If you jot down a paragraph on the back of an envelope describing your business strategy, you've written a plan, or at least the start of a plan.

Jot Down Your Plan Paragraph

How do you envision your customer experiencing your product/service?

What overall experience do you want your customer to have?



**HERE IS A POWERFUL YET SIMPLE RULE: ALWAYS GIVE
PEOPLE MORE THAN THEY EXPECT TO GET
-NELSON BOSWELL
CUSTOMER EXPERIENCE**



Definitions:

Customer: a person or organization that buys goods or services from a store or business.

Client: a person or organization using the services of a lawyer or other professional person or company.



What kind of emotional reaction do you want the customer to have?



What kind of physical reaction do you want the customer to have?

How do you want your customer to think about your product or service?

