

**BEGIN YOUR DARING, DAZZLING FANTABULOUS BUSINESS**

# START

**THE SECRET TO GETTING AHEAD, IS GETTING STARTED**

MARK TWAIN

## 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.

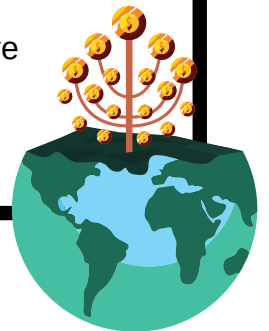
## Examples of Entrepreneurs

- 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?



