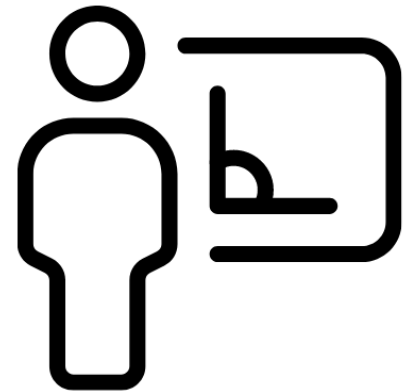


Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



Every choice you make has an end result

Zig Ziglar

Module Two: Decide on the Type of Business



It is often said that entrepreneurs are the backbone of the nation. Anyone with the passion and drive can become a successful entrepreneur as long as the planning and execution are done well. The first step to becoming an entrepreneur is choosing the ideal business. The business you choose will be determined by its feasibility as well as your own interests and expertise.

Is It Feasible?



You may be passionate about an idea, but if it is not feasible, you will never be able to make it successful. Feasibility describes how simple it is to accomplish something. Many factors influence feasibility. For example, a dog bakery may be popular in a city with a high rate of dog lovers, but it would not survive in a city with a low rate. Before moving forward with any idea, you must determine its feasibility. This requires an understanding of the market and your customers, which we will cover in-depth in later sections. To determine if an idea is feasible, ask yourself the following questions:

- Do you have the necessary funding?
- Is there a market for your product?
- What is the outlook for the market?
- Can you price competitively?
- How would you operate?
- Would you have a sufficient customer base for long-term success?

Estimated Time	8 minutes
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Topic Objective	Introduce feasibility.
Topic Summary	Is It Feasible? Practice considering feasibility
Materials Required	Flipchart/board and marker
Planning Checklist	None
Recommended Activity	As a group, brainstorm different business ideas, and list them on the flipchart/board. Discuss each idea, and choose which ones are and which ones are not feasible.
Stories to Share	Share any personal or relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	Define feasibility in your own words.

What Are Your Interests?



Becoming an entrepreneur is not easy. If you do not enjoy what you do, you are unlikely to be successful. Before you choose your business, you must consider what you enjoy doing, and think of a way to make this task profitable. Begin by making a list of your interests and see which ones overlap with feasible business models. For example, a love of animals could translate into a pet sitting service, or a love of cooking could translate into a food truck business.

Estimated Time	7 minutes
Topic Objective	Consider the importance of personal interests.
Topic Summary	What Are Your Interests? Connect with personal Interests.
Materials Required	Worksheet 1-Interests
Planning Checklist	None
Recommended Activity	Complete the handout individually. Share your ideas with the rest of the group.

Stories to Share	Share any personal relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is likely to occur if an entrepreneur does not enjoy their work?

Do You Have the Experience?



Experience and expertise are definite benefits to any business. They are often used interchangeably, but this is a mistake. This point and the next one will help define the difference between the two while helping you identify your own experience and expertise.

Experience is something that you gain from observation, encounters, and actions. Many jobs provide experience. For example, working as a server provides experience in the restaurant industry, but it does not necessarily provide expertise. Once you identify your experiences, you can use them to help choose your business. Years in customer service, for example, would help prepare you for a business that is customer service oriented.

Estimated Time	8 minutes
Topic Objective	Introduce experience.
Topic Summary	Do You Have the Experience? Identify experience.
Materials Required	Worksheet 2-Experience
Planning Checklist	None
Recommended Activity	Complete the handout individually. Share your findings with the rest of the group.
Stories to Share	Share any personal, relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	How would you define experience?

Are You an Expert?



Expertise is knowledge and skills gained through education and training. It can also be gained through work experience in specialized positions, and from degrees in certain fields. For example, an accountant or a chef would be considered experts in their field. Being an expert at a particular business makes you more capable of running it. If you are not yet an expert, there is no reason to give up on your idea. If you are passionate about something, take the time to become an expert. For example, you can learn necessary skills by taking classes or interning at other businesses.

Estimated Time	7 minutes
Topic Objective	Introduce expertise.
Topic Summary	Are You an Expert? Identify expertise.
Materials Required	Worksheet 3-Expertise
Planning Checklist	None
Recommended Activity	Complete the worksheet individually. Share your answers with the rest of the group.
Stories to Share	Share any personal, relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is an example of an expert?

Practical Illustration



Angie's passion was candy. She wanted to make and sell her own candy, but her family told her to choose something more stable. She took an office job, but her position was downsized. She considered her love of candy, and a little research showed that there was a market for her interests. There was one problem; however, she never made candy outside of her home and was not sure how to sell it in mass. Her family told her that she lacked the necessary skills to create her own business, and she found another office job.

Module Two: Review Questions

1.) What is necessary to determine feasibility?

- a) Market
- b) Market and customers
- c) Customers
- d) Business plan

Feasibility is influenced by many factors. Understanding the market and customers is necessary to understand feasibility.

2.) What is NOT a question that would determine feasibility?

- a) Is there a market for your product?
- b) What is the outlook for the market?
- c) Do you like what you do?
- d) How would you operate?

Enjoying a task does not necessarily make it feasible. The other questions will help determine whether a project is feasible.

3.) What must be discovered before choosing a business?

- a) Interests
- b) Expectations
- c) Marketing
- d) Staffing

Entrepreneurs should be interested in their businesses, which will improve success. It is important to discover personal interests before choosing a business.

4.) Personal interests should _____ feasible business ideas.

- a) Be separate from
- b) Include
- c) Avoid
- d) Overlap with

Personal interests should overlap with feasible business ideas. This improves the chances of success.

5.) What is something that you gain from observation, encounters, and actions?

- a) Experience
- b) Interest
- c) Expertise
- d) Competition

Experience is different from expertise it is gained from observation, encounters, and actions.

6.) What is a good source of experience?

- a) Interest
- b) Education
- c) Work
- d) None of the above

Work is a used source of experience. Unlike education, work allows direct observation and experience.

7.) Education and training create _____.

- a) Feasibility
- b) Expertise
- c) Interest
- d) Experience

Education and training create a skill set. This leads to expertise in a field.

8.) What should you do if you lack expertise?

- a) Choose another idea
- b) Do not become an entrepreneur
- c) Work harder
- d) Learn the skill

Expertise can be learned. Simply take classes or intern at other companies to learn the skills that you need.

9.) It is often said that entrepreneurs are the _____ of the nation.

- a) Interest
- b) Family
- c) Backbone
- d) Creators

It is often said that entrepreneurs are the backbone of the nation.

10.) If an idea is not _____, it's unlikely you will be able to make it successful.

- a) Supported by your family
- b) Feasible
- c) Inspiring
- d) Useful

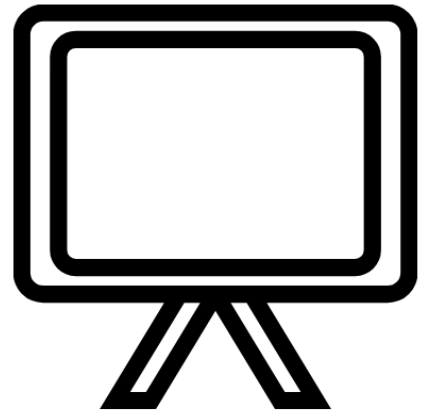
You may be passionate about an idea, but if it is not feasible, you will never be able to make it successful.

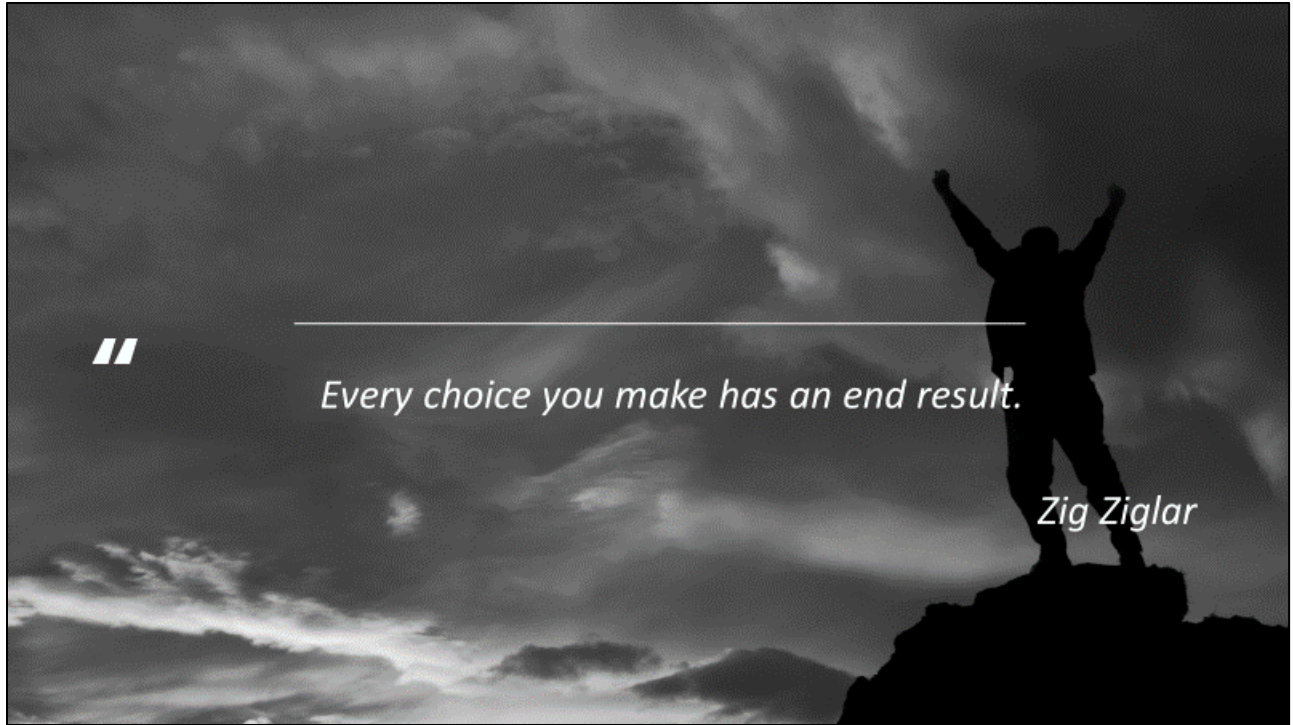
PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





“

Every choice you make has an end result.

Zig Ziglar

MODULE TWO

Decide on the Type of Business

Anyone with the passion and drive can become a successful entrepreneur as long as the planning and execution are done well. The first step to becoming an entrepreneur is choosing the ideal business.



Is It Feasible?

Do you have the necessary funding?

Is there a market for your product?

What is the outlook for the market?

Can you price competitively?

What Are Your Interests?

If you do not enjoy what you do, you are unlikely to be successful.





Do You Have the Experience?

Experience and expertise are definite benefits to any business.

Are You an Expert?

Expertise is knowledge and skills gained through education and training.



Practical Illustration



- Is It Feasible?
- What Are Your Interests?
- Do You Have the Experience?
- Are You an Expert?

Module Two: Review Questions

1. What is necessary to determine feasibility?

A. Market

B. Market and customers

C. Customers

D. Business plan

Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.



Entrepreneurship

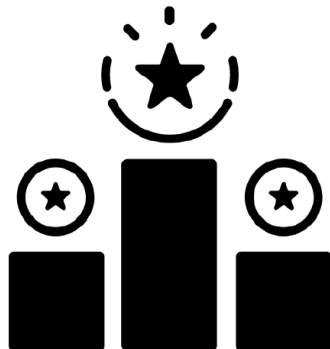
Quick Reference Sheet



Is There Competition?

Most new ventures will face competition. It is rare for people to come up with truly original ideas, and many of these are adaptations of established markets (e.g., video streaming over rental stores). Once you know your market, your first job should be to identify the competition. Your main competition will be the closest to your product/service. For example, a coffee shop is not the main competitor of a restaurant.

Once you identify your competition, determine their strengths and weaknesses to give yourself an advantage. Pay close attention to their objectives and see how you compare. Some businesses focus on the customer experience while others are solely focused on low prices. Paying attention to objectives will show weaknesses that you can exploit.



Develop a Business Plan Outline

Once all the documentation is gathered, it can be used to create the outline. Like any other important document, the business plan should have an outline before it is written. In this case, the elements can guide the outline.

- **Coversheet** – includes the name, address, and title
- Table of contents
- **Executive summary** – overview, mission statement, opportunity, requirements, competitors, advantages, etc.
- **Market analysis** – target market, trends, research, strategy
- **Company description** – mission, business model, SWOT, strategic relationships, and strategy
- **Organization management** – structure, location, personnel, security, insurance, accounting
- **Sales and marketing** – method of sales, pricing, branding, networking, strategies, incentives
- **Product/service** – product definition and any plans for expansion.
- **Funding/financial** – financial needs, cash flow, dispersal, three-year projection, balance sheet, break even analysis, financial history, analysis
- **Supporting documents** – includes resumes, financial statements, credit report, references, legal documents, other documents.

Hire an Accountant

You should have a trusted accountant from the beginning. When finding an accountant, you want someone to do more than prepare taxes. You want someone who will advise your business. Keep a few things in mind when choosing candidates:

Their experience with your type of business



Their expertise in the industry



Services they offer



Will you work directly with the accountant?



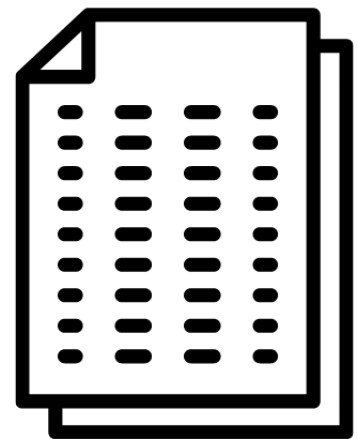
Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.

As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.



Sample Worksheet 1

Interests

Brainstorm a list of personal interests and hobbies.

Make a list of possible businesses based on these interests.

Notes:

Sample Worksheet 2

Experience

Make a list of your experiences.

Make a list of businesses that would benefit from your experiences.

Notes:

Sample Worksheet 3

Expertise

What is your expertise?

Make a list of businesses that would benefit from your expertise.

Notes:

Icebreaker: Group Résumé

PURPOSE

To help participants get acquainted and start talking to each other.

MATERIALS REQUIRED

1. Name card for each person
2. Markers

PREPARATION

Have participants fill out their name card. Divide participants into groups of four to six.

ACTIVITY

Ask participants to create a composite résumé for their group. They might include such things as:

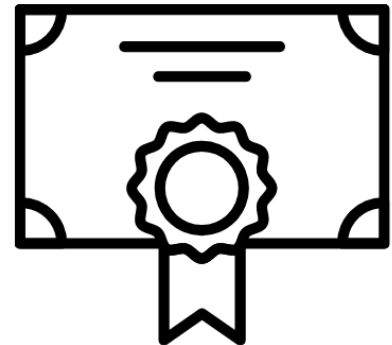
3. Total years of experience
4. Education
5. Skills
6. Positions held
7. Outside interests

Ask each group to present its résumé to the rest of the participants.

Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

[Name]

Has mastered the course
Entrepreneurship

Awarded this _____ day of _____, 20____

Presenter Name and Title
