

**KICK START  
YOUR DREAM  
BUSINESS**



**GETTING IT STARTED:  
WEEKEND BOOT CAMP**



# KICK START YOUR DREAM BUSINESS

## Getting It Started: Weekend Boot Camp

### MEET YOUR COURSE INSTRUCTOR: “THE KICK START GUY”



Reaching over 2 million visionaries and entrepreneurs monthly, Romanus Wolter is known as the “The Kick Start Guy.” As the Success Coach for *Entrepreneur* magazine, Trump Personal Success Expert, the author of the popular *Kick Start Your Success* (Wiley & Sons) and *Kick Start Your Dream Business* (Ten Speed Press), he provides practical, proven action steps that close the gap between goals and success.

Romanus has inspired thousands of people to create unique strategies for success. His action steps apply to both a person’s life and career, giving them the ability to make powerful choices. Romanus’ work changes “I can’t” to “I will!” to “I did it!”

An American raised in Taipei, Taiwan, Romanus witnessed the birth of a new economy. Factories, stores, and restaurants sprung up on every corner. This metamorphosis sparked something—the realization that any idea can become a reality. The practical steps captured in his books and workshops leverage this rare experience.

<b>POPULAR AUTHOR</b>	<i>Kick Start Your Success</i> (John Wiley & Sons) <i>Kick Start Your Dream Business</i> (Ten Speed)
<b>SUCCESS COACH</b>	<i>Entrepreneur</i> magazine
<b>COLUMNIST/FEATURE WRITER</b>	<i>Entrepreneur’s Start Up</i> <i>The Magazine for Working Women</i>
<b>RADIO HOST</b>	Monthly: <i>Entrepreneur</i> Magazine Radio Show
<b>FOUNDER/FORMER DIRECTOR</b>	The San Francisco Small Business Development Center
<b>VOTING MEMBER</b>	San Francisco Mayor’s Small Business Loan Comm
<b>FEATURED IN</b>	<i>The Ultimate Guide to Network Marketing</i>
<b>SPEAKER OF THE YEAR</b>	Small Business Administration & Success Builder’s International
<b>CONTRIBUTOR/PROFILED</b>	<i>MSNBC, U.S. News and World Report, The San Francisco Chronicle, Business Week, The Chicago Tribune, Bloomberg Television</i>
<b>MASTERS OF BUSINESS ADMINISTRATION</b>	<i>International Business, The American University</i>



# **KICK START YOUR DREAM BUSINESS**

## **“Get It Started” Weekend Boot Camp**

### **PROGRAM DESCRIPTION AND HISTORY**

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#### **What is the Kick Start Your Dream Business Weekend Boot Camp?**

Kick Start Your Dream Business is a unique business start up program that connects people’s dream goals to the real world in just one weekend. Its proven step-by-step process helps attendees build a solid foundation for entrepreneurial success. During the Kick Start Weekend Boot Camp attendees define their product and service offerings, investigate the marketplace, and create an action plan to launch their businesses. The program helps people gain confidence by understanding what it takes to succeed as an entrepreneur before they risk everything.

#### **Where does the Kick Start come from?**

The program is based on Romanus Wolter’s best-selling books, *Kick Start Your Dream Business* (Ten Speed Press) and *Kick Start Your Success* (Wiley). Romanus is known as “The Kick Start Guy.” He has devoted the last 20 years of his life to helping thousands of entrepreneurs and artists throughout the world achieve success.

As *Entrepreneur* magazines Success Coach and the Trump Personal Success Expert, he knows the action steps aspiring entrepreneurs need to take to succeed. He was the Director of the San Francisco Small Business Development Center helping kick start over 4,000 small businesses.

#### **What makes the Kick Start so effective?**

Kick Start’s proven action steps were developed by helping real people take action and connect their ideas to the real world. Kick Start takes the mystery out of starting a business and makes it doable. The Kick Start Your Dream Business Weekend Boot Camp is designed to provide the confidence necessary to let the marketplace show you how to succeed.

Kick Start contains the essential skills, insights, tips and strategies needed to start your dream business right now.



# **KICK START YOUR DREAM BUSINESS**

## **“Get It Started” Weekend Boot Camp**

### **SESSION OVERVIEW**



# **KICK START YOUR DREAM BUSINESS**

## **“Get It Started” Weekend Boot Camp**

### **PROGRAM SESSION OVERVIEW**

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#### **DEFINE AND GAIN FOCUS**

##### **Session 1 – Ground Your Idea: Obtain Focus with Your Instant Impact Message**

Outcome: Clearly define your business concept by focusing on the power of your intent. Formulate your Instant Impact Message (‘30-Second Commercial’) that creates the foundation from which you can confidently communicate and gain the support of others.

##### **Session 2 – Find Your Voice by Using Your Success Script**

Outcome: Set the stage for your success by uncovering the power of your true voice. Develop a Success Script that enables you to inform and enlighten potential customers, suppliers, manufacturers, and other key supporters. Learn how the Kick Start Law of Positive Words easily inspired others to provide the contacts, ideas and strategies you need to succeed.

##### **Session 3 – Become Inter‘ask’ive and Acquire Useful Information**

Outcome: Learn how to conduct research and obtain real-world information on similar products or services, uncover industry trends, and market opportunities. Understand how to overcome challenges by creating a unique “Question-of-the-day,” engaging Naysayers and creating an Action One Pager.

##### **Session 4 – Competitive Reality Check**

Outcome: Learn to uniquely position your idea against the competition. Create an Information Center Chart to synthesize your research and track your business development ideas. Conduct a threats analysis and discover market opportunities so you can develop a strategy (‘Rules to Live By’) for moving forward with confidence.

#### **PROTOYTPE**

##### **Session 5 – Making it Real and Protecting It**

Outcome: Learn how to put your product or service idea into tangible form and create a real-life prototype to test and show to potential customers, distributors, and investors. Learn how to protect your business idea as begin to make it a reality.



# **KICK START YOUR DREAM BUSINESS**

## **“Get It Started” Weekend Boot Camp**

### **Session 6 – Making it Better**

Outcome: Learn how to engage people in the marketplace to improve your product or service before launching it. Discover the basics of conducting consumer research on a shoestring. Design focus group events to obtain feedback on your business.

### **Session 7 – Getting it Made**

Outcome: Learn to research and develop a process for contacting manufacturers to help you produce your product. Understand how to use the information manufacturers have to redesign and improve your product. Service businesses identify suppliers that will help them develop brochures, business cards, and other items they need to effectively market their businesses.

### **Session 8 – Getting Ready to Tell the World**

Outcome: Learn how to successfully market and promote your business. Understand how to use your Success Script to conduct brainstorming sessions and discover unusual marketing events. Learn how to create a marketing strategy—with little or no budget.

## **ENGAGEMENT**

### **Session 9 – How to Tell the World about Your Business**

Outcome: Expand on the fundamentals of marketing and learn about the five core marketing areas every business uses. Develop a strategy that will get you going and keep you focused on how to successfully market your business in the future.

### **Session 10 – Sell It**

Outcome: Create a Sales Kit to organize and maintain all of the essential tools needed for sales and marketing activities. Understand how to have fun and inspire others as you start selling your products and services.

### **Session 11 – How to Treat Your Customers**

Outcome: Create a Customer Support Plan and a Product Fulfillment Plan that will make your customers a partner in your success. Learn to how create Process One Pagers that define your key day-to-day systems for running your business and keeping yourself sane.



# **KICK START YOUR DREAM BUSINESS**

## **“Get It Started” Weekend Boot Camp**

### **MANAGEMENT**

#### **Session 12 – *How to Reach Your Customers***

Outcome: Learn about distribution channels and create a plan that works for your product. For service business, learn about developing strategic partnerships and other third party sales opportunities. Create a pricing strategy based on your goals and an understanding of your true costs of doing business.

#### **Session 13 – *Making it Legal***

Outcome: Obtain legal information that can help you determine the best legal structure for your business. Find resources to help you complete all the necessary paperwork to formalize your business.

#### **Session 14 – *Your Financial Picture***

Outcome: Develop basic record keeping and financial systems to operate your business with confidence. Learn about essential financial analysis so you can make informed decisions.

#### **Session 15 – *Keeping it Going***

Outcome: Synthesize your research and organize your essential information (process, strategy, analysis) to create a Business Action Plan. This plan describes the core functions of your business and identifies the necessary steps you will take over the next 6-12 months to keep the momentum going.



# **KICK START YOUR DREAM BUSINESS**

## **“Get It Started” Weekend Boot Camp**

### **WEEKEND TIMELINE**



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Saturday Session Timeline

**SATURDAY 8:00 a.m. – 6:00 p.m.**

Session Agenda	Handouts	Set Up
<b>8:00 – 8:30</b> <b>Continental breakfast</b>		✓ Continental breakfast ✓ Registration table
<b>8:30 – 9:00</b> <b>Weekend Kick Off:</b> <b>Two minute meet and greet, introduce speakers, outline the weekend and “tear it up” exercise</b>  <i>Note: Session one can be moved to Friday night for a 3-day event.</i>	✓ Kick Start Workbook ✓ Large sticky pad for “tear it up” exercise	✓ 6 – 8 people at each table ✓ Wireless Microphone ✓ White board ✓ Places to post Success Scripts around the room
<b>9:00 – 9:45</b> <b>Session 1:</b> <b>Grounding Your Idea</b>	✓ Internal and External Intent ✓ Instant Impact Message ✓ Self Contract Outline	✓ Red pens for heart it exercise
<b>9:45 – 10:00</b> <b>Break</b>	✓ Weekend attendance sheet with people’s ideas on it. Students must try to get the associated name.	✓ Snacks
<b>10:00 - 10:30</b> <b>Session 2: Find Your Voice Using Your Success Script</b>	✓ Success Script Template ✓ Success Script Example	✓ Grumble Buddy stickers



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Saturday Session Timeline

Session Agenda	Handouts	Set Up
<b>10:30 – 11:00</b> <b>Session 3: Become Inter‘ask’ive and Acquire Useful Information</b>	<ul style="list-style-type: none"> <li>√ Question of the day</li> <li>√ Field trip research areas and resources</li> <li>√ Information Center Chart</li> <li>√ Action brainstorming one-pager</li> </ul>	<ul style="list-style-type: none"> <li>√ Internet access, if possible</li> </ul>
<b>11:00 – 11:15</b> <b>Break</b>	<ul style="list-style-type: none"> <li>√ Find students with similar business ideas to yours</li> </ul>	<ul style="list-style-type: none"> <li>√ Snacks</li> </ul>
<b>11:15 - Noon</b> <b>Step 4: Competitive Reality Check</b>	<ul style="list-style-type: none"> <li>√ Opportunities and threats</li> <li>√ Rules to live by</li> <li>√ I will!!</li> </ul>	<ul style="list-style-type: none"> <li>√ Chairs in round-robin style</li> <li>√ Whiteboard for ideas</li> <li>√ Armand Hammer baking soda products</li> </ul>
<b>Noon – 12:30</b> <b>Making It Real and Protecting It</b>	<ul style="list-style-type: none"> <li>√ Different methods of protecting ideas (Copyright, Trademark, Patent)</li> <li>√ Non-disclosure template</li> </ul>	<ul style="list-style-type: none"> <li>√ Prototype examples</li> </ul>
<b>12:30 – 1:30</b> <b>Lunch</b>	<ul style="list-style-type: none"> <li>√ Name game exercise – name tags on each person and they have to find the rightful owner</li> </ul>	<ul style="list-style-type: none"> <li>√ Lunch</li> <li>√ Graphic software for prototype design, if possible</li> </ul>



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Saturday Session Timeline

Session Agenda	Handouts	Set Up
<b>1:30 – 1:45</b> <b>Recap and Name Game Results</b>	<ul style="list-style-type: none"> <li>√ Give entrepreneurial ideas for name game – Success does not mean “you have to do everything”</li> <li>√ Why didn’t anyone come up on the Microphone and ask for the person to come up</li> <li>√ Stand in the food line and ask each person</li> </ul>	<ul style="list-style-type: none"> <li>√ Pillow for uncomfortable example</li> </ul>
<b>1:45 – 2:15</b> <b>Session 6: Making It Better</b>	<ul style="list-style-type: none"> <li>√ Focus group outline</li> <li>√ Focus group chart</li> </ul>	<ul style="list-style-type: none"> <li>√ Internet access for inventor contact, if possible</li> </ul>
<b>2:15 – 2:45</b> <b>Session 7: Getting It Made</b>	<ul style="list-style-type: none"> <li>√ List of items to get produced</li> <li>√ RFQ template</li> <li>√ RFQ example</li> </ul>	<ul style="list-style-type: none"> <li>√ Price comparison sheet on the cost to product a product before and after the issuance of a RFQ</li> </ul>
<b>2:45 – 3:00</b> <b>Break</b>	<ul style="list-style-type: none"> <li>√ Find person with most expensive item to be produced</li> </ul>	<ul style="list-style-type: none"> <li>√ Snacks</li> </ul>
<b>3:00 – 3:45</b> <b>Session 8: Getting Ready to Tell the World</b>	<ul style="list-style-type: none"> <li>√ List of promotional tie ins</li> <li>√ Marketing Strategy One-pager</li> <li>√ Launch date certificate</li> </ul>	<ul style="list-style-type: none"> <li>√ Octopus reminders</li> <li>√ Chart launch dates on front wall</li> </ul>



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Saturday Session Timeline

Session Agenda	Handouts	Set Up
<b>3:45 – 4:30</b> <b>Session 9:</b> <b>How to Tell the World</b>	✓ Brainstorming sheet for 5 core marketing areas	✓ Pink Chicken Outfit ✓ Pick and share the most unusual marketing idea group brainstorming developed
<b>4:30 – 4:45</b> <b>Break</b>	✓ Discover unique marketing ideas	✓ Snacks
<b>4:45 – 5:30</b> <b>Session 10:</b> <b>Sell It</b>	✓ Create an Ad template ✓ Sales kit component examples ✓ Closing the sale template	✓ Mock sales presentation
<b>5:30 – 6:00</b> <b>Closing Session</b>	✓ List of homework action items	✓ Gather by areas of country
<b>Optional Night Gathering</b> <b>Ideas: City tour; conduct a “contact scavenger hunt;” have a guest speaker</b>		✓ Dessert reception



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Sunday Session Timeline

SUNDAY 8:30 a.m. – 3:00 p.m.

Session Agenda	Handouts	Set Up
<b>8:30 – 9:00</b> <b>Continental breakfast</b>	✓ Student Roster	✓ Continental breakfast ✓ Registration table
<b>9:00 – 9:45</b> <b>Sunday Kick Off:</b> <b>Form new groups, share</b> <b>Success Scripts and</b> <b>Question of the Day</b>	✓ Kick Start Workbook	✓ 6 – 8 people at each table ✓ Wireless Microphone ✓ White board
<b>9:45 – 10:30</b> <b>Session 11:</b> <b>How to Treat Your</b> <b>Customers</b>	✓ Customer support process one-pager ✓ Customer fulfillment process one-pager	✓ Mock customer support situation for new product
<b>10:30 – 10:45</b> <b>Break</b>	✓ Find a person in your old group and ask about their customer support plans	✓ Snacks
<b>10:45 – 11:30</b> <b>Session 12:</b> <b>How to Reach Your</b> <b>Customers</b>	✓ Pricing cheat sheet ✓ Pricing One-pager ✓ Distribution plan	✓ Price is right game show with student’s or other products
<b>11:30 – 11:45</b> <b>Break</b>	✓ Who has the most expensive product?	✓ Snacks



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Sunday Session Timeline

Session Agenda	Handouts	Set Up
<b>11:45 – 12:15</b> <b>Session 13: Making It Legal</b>	✓ Pros and Cons of each legal entity	✓ Legal help desk
<b>12:15 – 1:00</b> <b>Lunch</b>	✓ Find a partner who has similar customers so you can make referrals	✓ Lunch
<b>1:00 – 1:15</b> <b>Recap</b>	✓ Overview of accomplishments	✓ Show revised student Success Scripts
<b>1:15 – 2:00</b> <b>Step 14: Your Financial Picture</b>	✓ Fundraising chart ✓ Expense and Income Tracking ✓ Cash Flow ✓ Income Statement ✓ Balance Sheet	✓ Prototype examples
<b>2:00 – 2:30</b> <b>Step 15: Keeping it Going</b>	✓ List three students who will be your support network ✓ Big Action Events	✓ Group students by state
<b>2:30 – 2:45</b> <b>Closing Session</b>	✓ Entrepreneurial certificate	✓ Area to form circle
<b>2:45 – 3:00</b> <b>Feedback</b>	✓ Feedback forms	✓ Kleenex



**KICK START YOUR DREAM BUSINESS**  
**“Get It Started” Weekend Boot Camp**

**DETAILED SESSION DESCRIPTIONS**



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Pre-Session Assignment

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#### PURPOSE

Prepare yourself to directly apply the tips and strategies you will learn during the boot camp to your dream business.

#### OUTCOME

Personal focus on the business you want to ‘kick start’ during the weekend boot camp.

Session Agenda	Key Points	Homework
<p><b>Review</b></p> <ul style="list-style-type: none"><li>£ Business Profile Sheet</li><li>£ Real-world investigation of similar products or services</li></ul>	<ul style="list-style-type: none"><li><sup>3</sup> Write down whatever comes to mind, the boot camp will help you gain focus.</li><li><sup>3</sup> Do not let similar ideas discourage you, the boot camp will teach you how to distinguish your business from the competition.</li></ul>	<ul style="list-style-type: none"><li>J Purchase a “Product Notebook” to take notes on during the boot camp</li><li>J Complete your business profile sheet</li><li>J Conduct a quick real-world investigation of similar businesses</li></ul>

#### SUCCESS TIP

We want you to get the most of out of your Kick Start Your Dream Business Weekend Boot Camp. Take time to create your business profile, it provides you with a solid foundation. And, feel free to bring any brochures, packaging ideas, pricing schedules or other information you discover during your real-world investigation. The boot camp will help you solidify your ideas and provide you with strategies to move forward with confidence.



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Session 1: Grounding Your Idea

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#### PURPOSE

Bring your purpose into focus and clarify your dream business by defining how it will benefit you and other people.

#### OUTCOME

Capture people’s attention and enthusiastic support by clearly stating the benefit connected to your business.

Session Agenda	Key Points	Homework
<p><b>Complete</b></p> <ul style="list-style-type: none"> <li>£ Write Your Goal</li> <li>£ Discuss and Define Internal and External Intents</li> <li>£ Heart It Exercise</li> </ul> <p><b>INTRODUCE</b></p> <ul style="list-style-type: none"> <li>Ø Self Contract</li> <li>Ø Instant Impact Message</li> </ul>	<ul style="list-style-type: none"> <li><sup>3</sup> Speak from your passion, it energizes you and others</li> <li><sup>3</sup> Success develops from constantly learning from the world</li> <li><sup>3</sup> Listen to and write down people’s thoughts and reactions</li> <li><sup>3</sup> Dream Like a Child, Decide as an Adult</li> </ul>	<ul style="list-style-type: none"> <li>J Create a Self Contract based on your intentions</li> <li>J Revise your Instant Impact message as you L-I-S-Ten to others</li> </ul>

#### SUCCESS TIP

It is natural to feel dissatisfied with the first name of your business, product or services. Finding the “perfect name” is not critical at this point. You want to choose a name, share it with others, and allow them to help you discover a great name. Success develops from engaging others and learning from their experiences. So name it now, and as you move forward be open to the lessons people in the world can teach you.



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Session 2: Find Your Voice By Using Your Success Script

#### PURPOSE

To start powerful conversations that catapult you forward with conviction.

#### OUTCOME

People supporting your efforts—inspired to provide the information and resources you need to succeed.

Session Agenda	Key Points	Homework
<p><b>REVIEW</b></p> <ul style="list-style-type: none"> <li>£ Instant Impact Message</li> <li>£ Self Contract</li> </ul> <p><b>INTRODUCE</b></p> <ul style="list-style-type: none"> <li>Ø Kick Start Law of Positive Words</li> <li>Ø Grumble Buddy</li> <li>Ø Success Script</li> </ul>	<ul style="list-style-type: none"> <li><sup>3</sup> Become “silently smart” and learn from the world</li> <li><sup>3</sup> Conversations are not about relationships—the ARE the relationship</li> <li><sup>3</sup> Never convince—inform and enlighten</li> </ul>	<ul style="list-style-type: none"> <li>J Complete Success Script</li> <li>J Share Success Script and Revise</li> </ul>

#### SUCCESS TIP

Achieving your goals is based on two things: the ability to clearly speak about your business and your willingness to take action. Developing your Success Script helps you gain focus on how to deliver the benefit you promised to your customers. Completing your Success Script enables you to confidently speak about your goals and inspire others to help you achieve them.



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Session 3: Become Inter‘ask’ive and Acquire Useful Information

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#### PURPOSE

Learn how to ask the right questions and take action.

#### OUTCOME

Acquire real-world information and contacts you need to stick to and achieve your goals.

Session Agenda	Key Points	Homework
<p><b>REVIEW</b></p> <ul style="list-style-type: none"><li>£ Success Script</li></ul> <p><b>INTRODUCE</b></p> <ul style="list-style-type: none"><li>Ø Question of the Day</li><li>Ø Engage Naysayers</li><li>Ø Octopus Networking</li><li>Ø Field Trips</li><li>Ø Information Center Chart</li><li>Ø Action One Pager Process</li></ul>	<ul style="list-style-type: none"><li><sup>3</sup> Challenges are temporary</li><li><sup>3</sup> People are here to help, but you have to tell them how</li><li><sup>3</sup> Engage ‘Naysayers’ and learn from them</li><li><sup>3</sup> Take Action (get out into the world)</li></ul>	<ul style="list-style-type: none"><li>J Create and use your Question of the Day</li><li>J Constantly brainstorm and ask for Octopus Ideas</li><li>J Fill in Information Center Chart</li><li>J Create your first Action One-Pager</li></ul>

#### SUCCESS TIP

Connecting your dream business to the real world allows you to discover unique ways to start and grow your business. Use your Success Script to engage people in the right conversation. Then become inter‘ask’ive by asking people specific questions you feel you need answered in order to move forward with your business.





# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Session 5: Making It Real and Protecting It

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#### PURPOSE

*To put your idea into tangible form and create a real-life example you can show potential customers, retailers, and investors.*

#### OUTCOME

*After creating a prototype, obtain feedback from colleagues and take steps to protect it, as required.*

Session Agenda	Key Points	Homework
<p><b>REVIEW</b></p> <ul style="list-style-type: none"><li>£ Opportunities and Threats</li><li>£ Rules to Live By</li></ul> <p><b>INTRODUCE</b></p> <ul style="list-style-type: none"><li>Ø Real Life Example</li><li>Ø Protecting your Idea</li></ul>	<ul style="list-style-type: none"><li><sup>3</sup> Ask for help and LISTen to Others</li><li><sup>3</sup> There is a way to develop a prototype, open your mind and your heart to the possibilities</li><li><sup>3</sup> Use your Success Script to describe your business. If someone needs to obtain specific details, then get legal protections in place.</li></ul>	<ul style="list-style-type: none"><li>J Create a Real Life Example (product prototype)</li><li>J Decide when and how you will protect your Idea</li></ul>

#### SUCCESS TIP

Take “small steps” to creating your business so you can learn as you go. This simple action enables you to learn how your business will work in the real world. Most people want to help you succeed and do not have the time to steal your concept. However, if the conversation turns to specifics on how a product is assembled or what ingredients are in a cookie recipe, it is a good idea to obtain legal protection.



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Session 6: Making It Better

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#### PURPOSE

*Discover the value of Focus Group Events by holding a “coming out party” for your real-life example.*

#### OUTCOME

*Obtain comments and ideas on how to improve your product or service (features, benefits, marketing, pricing) from friends, colleagues and people who have already launched a similar business.*

Session Agenda	Key Points	Homework
<p><b>REVIEW</b></p> <ul style="list-style-type: none"><li>£ Real Life Example</li><li>£ Protecting Your Idea</li></ul> <p><b>INTRODUCE</b></p> <ul style="list-style-type: none"><li>Ø Focus Groups</li><li>Ø Creator/Inventor Contacts</li></ul>	<ul style="list-style-type: none"><li><sup>3</sup> Dream Like a Child, Decide As An Adult</li><li><sup>3</sup> LISTen and enroll others to help you make your business better.</li><li><sup>3</sup> How to ask for help: receiving feedback and handling criticism</li></ul>	<ul style="list-style-type: none"><li>J Create a schedule to hold two focus group events.</li><li>J Contact at least one “Inventor or Creator” of similar products or services.</li></ul>

#### SUCCESS TIP

No matter how much you research and plan, your products and services will always change even after they are launched. Focus group testing your prototype is a great way to meet the needs of your customers and to incorporate any of their suggestions before you spend a lot of money to product it. The best place to keep the updated information is your Information Center Chart because it provides a wonderful comparison between your product and those already on the market.



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Session 7: Getting It Made

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#### PURPOSE

*A list of manufacturers (i.e., printers, prototype makers) to contact and obtain the specifications you need to get your product and other items of their business made (i.e., business cards, stationary, menus).*

#### OUTCOME

*A detailed Request for Quote (RFQ) document that enables you to negotiate the best terms and price for anything you need produced.*

Session Agenda	Key Points	Homework
<p><b>REVIEW</b></p> <ul style="list-style-type: none"> <li>£ Focus Group Events</li> <li>£ Creator Interviews</li> <li>£ Updated Information Center</li> </ul> <p><b>INTRODUCE</b></p> <ul style="list-style-type: none"> <li>Ø Contacting Manufacturers</li> <li>Ø RFQs</li> </ul>	<ul style="list-style-type: none"> <li><sup>3</sup> The Entrepreneurial Zone</li> <li><sup>3</sup> LISTen and learn from others. Don't reinvent the wheel—ask for help!</li> <li><sup>3</sup> Obtain the language of your industry and use it to appear more professional</li> </ul>	<ul style="list-style-type: none"> <li>J Create a list of items that require an outside firm to produce</li> <li>J Develop an RFQ</li> <li>J Update your Information Center</li> <li>J Schedule Focus Group Events, as required</li> </ul>

#### SUCCESS TIP

Your RFQ is a living document. As you speak to manufacturers and other companies, you will learn the “language of manufacturers.” This knowledge allows you to be viewed as a professional and will get you better prices—use it to update your RFQ. Don't be shy about asking the manufacturer for tips on saving even more money. If you don't ask, you will never receive.



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Session 8: Getting Ready to Tell the World

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#### PURPOSE

*To demystify the marketing process and understand how to develop unique marketing strategies.*

#### OUTCOME

*A dream junk drawer full of marketing ideas, an understanding of marketing strategy, and the creation of your first Marketing One-Pager.*

Session Agenda	Key Points	Homework
<b>REVIEW</b>  £ RFQ document	  3 Marketing can be simply defined as “Opportunity!”	  J Create a Real Life Story
<b>INTRODUCE</b>  Ø Marketing One-Pager Ø Promotional Tie-ins Ø Real Life Story Ø Setting a Launch Date	  3 Speak from your passion and inspire others to help  3 Stand out by sharing your unique identity  3 Octopus Marketing Events	  J Develop a list of Promotional Tie-ins  J Set a Launch Date

#### SUCCESS TIP

Marketing is about inspiring people to spread the word about your business and developing useful relationships. Keep using your Success Script to tell people about your business as it is an easy message for them to remember. No one wants to develop an association with someone who is not excited about what they do, so always speak positively about your business. Speaking positively helps release any of the fears you may associate with marketing or selling your products and services.



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Session 9: How to Tell the World

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#### PURPOSE

*Learn about the five core marketing areas—Corporate Identity, Personal Contact, The Press, Trade Shows, Paid Advertising, and Direct Mail.*

#### OUTCOME

*Expand upon and learn how to track your marketing efforts by developing three Marketing One-Pagers derived from ideas contained in your Dream Junk Drawer.*

Session Agenda	Key Points	Homework
<p><b>REVIEW</b></p> <ul style="list-style-type: none"> <li>£ Marketing One-Pager</li> <li>£ Real Life Story</li> </ul> <p><b>INTRODUCE</b></p> <ul style="list-style-type: none"> <li>Ø 5 Core Marketing Areas</li> <li>Ø Market Brainstorming</li> </ul>	<ul style="list-style-type: none"> <li><sup>3</sup> Never Stop Marketing</li> <li><sup>3</sup> Remember Octopus Events</li> <li><sup>3</sup> Fill up your “Dream Junk Drawer” of ideas</li> </ul>	<ul style="list-style-type: none"> <li>J Create a list of marketing activities for the five core marketing areas</li> <li>J Develop three Marketing One-Pagers to Implement</li> </ul>

#### SUCCESS TIP

Marketing it everything you and **OTHER PEOPLE** do to grow your business. Use your *Instant Impact Message* on all your marketing materials so you consistently communicate the key benefit you provide. This simple action will make it much easier for others to remember your businesses and make the appropriate referrals.



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Session 10: Sell It

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#### PURPOSE

*To design the sales tools that you will need to market your business.*

#### OUTCOME

*An easily updatable Sales Kit that contains all your sales materials.*

Session Agenda	Key Points	Homework
<p><b>REVIEW</b></p> <ul style="list-style-type: none"><li>£ Marketing One-Pagers</li><li>£ Marketing Tracking System</li></ul> <p><b>INTRODUCE</b></p> <ul style="list-style-type: none"><li>Ø Creating an Ad</li><li>Ø Sales Kit Components</li><li>Ø Closing the sale</li></ul>	<ul style="list-style-type: none"><li><sup>3</sup> The joy of selling comes from gaining confidence in speaking about your business</li><li><sup>3</sup> Always test your sales materials on a real-world audience, it builds confidence</li><li><sup>3</sup> Always focus on how you can benefit others</li></ul>	<ul style="list-style-type: none"><li>J Create a sample Ad</li><li>J Develop and test the essential sales tools contained in your Sales Kit</li><li>J Outline your sales closing pitch</li></ul>

#### SUCCESS TIP

Your Sales Kit provides an accessible place where you can store all the items required to sell your products and services. A key to a successful small business is to save time by creating templates and updating them as you gain market information.

There is always a unique way to test out your sales process before spending a lot of money. For instance, you can test out your ad by creating it, printing it out on a piece of paper, and posting it at a local coffee shop.



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Session 11: How To Treat Your Customers

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#### PURPOSE

*To create systems that will make doing business with you and your company memorable.*

#### OUTCOME

*Customer support and fulfillment plans that enable your business to stand out from competitors.*

Session Agenda	Key Points	Homework
<p><b>REVIEW</b></p> <ul style="list-style-type: none"> <li>£ Sales Kit</li> </ul> <p><b>INTRODUCE</b></p> <ul style="list-style-type: none"> <li>∅ Process One-Pagers</li> <li>∅ Customer Support Plan</li> <li>∅ Customer Fulfillment Plan</li> </ul>	<ul style="list-style-type: none"> <li><sup>3</sup> Processes save time, money, and build confidence</li> <li><sup>3</sup> Complaints are opportunities in disguise</li> <li><sup>3</sup> Keep your systems simple</li> <li><sup>3</sup> Always be open to improving upon a process or assigning someone else to improve upon it</li> </ul>	<ul style="list-style-type: none"> <li>J Create your Customer Support Process One-Pagers</li> <li>J Create your Customer Fulfillment Process One-Pager</li> <li>J List any other Process One-Pagers you feel you will need to successfully grow your business</li> </ul>

#### SUCCESS TIP

Satisfied customers make great referrals! Review and improve your Customer Support and Product Fulfillment Process One-Pagers by simply acting as a customer. Start by walking through the ordering and delivery process. Customers loved to be informed, are the time frames and pricing terms clear? Fix any “holes” you discover in the process and continually improve upon it by staying in close contact with your customers.



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Session 12: How To Reach Your Customers

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#### PURPOSE

*To set an estimated sales price for your product or service and determine the best way of getting it into customer’s hands.*

#### OUTCOME

*Create a distribution plan that supports your pricing and that will help grow your business.*

Session Agenda	Key Points	Homework
<p><b>REVIEW</b></p> <ul style="list-style-type: none"><li>£ Process One-Pagers</li><li>£ Customer Support Plan</li><li>£ Customer Fulfillment Plan</li></ul> <p><b>INTRODUCE</b></p> <ul style="list-style-type: none"><li>Ø Pricing</li><li>Ø Distribution Plan</li></ul>	<ul style="list-style-type: none"><li><sup>3</sup> Octopus Distribution—get more product out with less effort</li><li><sup>3</sup> Price depends on your needs, and the competitive environment</li><li><sup>3</sup> You will always self-distribute!</li></ul>	<ul style="list-style-type: none"><li>J Create a draft Distribution Plan</li><li>J Create your Pricing One-Pager</li></ul>

#### SUCCESS TIP

Your pricing and distribution plans are all about your customers! Before you launch your business, test your distribution and pricing plans in the real world. See what works and adjust your plans as appropriate. This allows you to get used to speaking about your business processes, fix flaws in the systems and gain confidence when selling to new customers.



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### Session 13: Making it Legal

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#### PURPOSE

*To understand the steps to establishing a legal business structure.*

#### OUTCOME

*A legal structure that supports your business and protects your assets.*

Session Agenda	Key Points	Homework
<p><b>REVIEW</b></p> <ul style="list-style-type: none"><li>£ Distribution Plan</li><li>£ Pricing One-Pager</li></ul> <p><b>INTRODUCE</b></p> <ul style="list-style-type: none"><li>Ø Making it Legal</li></ul>	<ul style="list-style-type: none"><li><sup>3</sup> Stay a sole proprietor as long as you can</li><li><sup>3</sup> Ask for help and LISTen to legal experts</li></ul>	<ul style="list-style-type: none"><li>J Choose your Legal Structure</li><li>J Define your next action steps to establish your legal structure</li></ul>

#### SUCCESS TIP

Choose the legal structure that supports where you currently are in your business. You can always “upgrade” your legal structure to support your efforts as your business grows. For instance, you can move from a sole proprietor to a LLC or Corporation without much difficulty. However, it is much harder to “downsize” your legal structure—going from a corporation to a sole proprietorship. The most important thing is to keep testing and improving upon your products or services so you continually strengthen your customer connection.



# KICK START YOUR DREAM BUSINESS

## “Getting It Started” Weekend Boot Camp

### 14: Your Financial Picture

#### PURPOSE

*To develop an understanding for the importance of basic financial tracking systems.*

#### OUTCOME

*The creation of a simple financial tracking system and the commitment to maintain it over time.*

Session Agenda	Key Points	Homework
<p><b>REVIEW</b></p> <ul style="list-style-type: none"> <li>€ Chosen Legal Structure</li> </ul> <p><b>INTRODUCE</b></p> <ul style="list-style-type: none"> <li>Ø Record Keeping</li> <li>Ø Getting a Loan</li> <li>Ø Financial Analysis</li> </ul>	<ul style="list-style-type: none"> <li><sup>3</sup> Explore your emotional relationship to money</li> <li><sup>3</sup> Create Simple Systems that track the “ins and outs” of your money</li> <li><sup>3</sup> Ask for help, and learn from experts</li> <li><sup>3</sup> Dream like a child for money sources</li> </ul>	<ul style="list-style-type: none"> <li>J Create Your Record Keeping System</li> <li>J Explain the Financial Analysis tools you will utilize in your business</li> <li>J Provide answers to investor questions as required</li> </ul>

#### SUCCESS TIP

The development of your business has to work in both your life and in the marketplace. Make sure you include all the items you need to maintain a life you will enjoy in your personal budget. If you are giving up something that is important to you, ask yourself if you can really live without it. Most importantly, make it easy track how money flows in and out of your business so you are able to pay your taxes.



# KICK START YOUR DREAM BUSINESS

## *“Get It Started” Weekend Boot Camp*

### Session 15: Keeping it Going

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#### PURPOSE

*To present your business and why you will be a success in an all-inclusive document.*

#### OUTCOME:

*A Business Action Plan that will keep you focused, on track and moving forward.*

Session Agenda	Key Points	Homework
<p><b>REVIEW</b></p> <ul style="list-style-type: none"> <li>£ Personal Budget and Cash Plan</li> <li>£ Business Record Keeping</li> <li>£ Business Analysis</li> </ul> <p><b>INTRODUCE</b></p> <ul style="list-style-type: none"> <li>Ø Business Action Plan</li> <li>Ø Keeping It Going</li> </ul>	<ul style="list-style-type: none"> <li><sup>3</sup> Develop a support network</li> <li><sup>3</sup> Discover how the world want the benefits of your business delivered</li> <li><sup>3</sup> Take action and ask for help—success comes from inspiring others to provide the information you need to succeed</li> </ul>	<ul style="list-style-type: none"> <li>J Business Action Plan</li> <li>J State your next two “Big Action Events” to be completed</li> <li>J Continue to Dream Like a Child, Decide as an Adult and discover new ways to achieve your goals</li> </ul>

#### SUCCESS TIP

To succeed, take the first step you have defined in your “Action One Pager,” learn from the world and then define your next step. And, most importantly, take it! Taking action no matter the circumstance builds upon your experience and your confidence. Don’t isolate yourself—success is easier and more fun when you include others. You can even make your family part of your goal by sharing your progress with them and asking for suggestions and ideas on how to progress forward.