

Teacher: Justin Rule

## Advanced Entrepreneurship Outline | Credits: 1.0

| DATE  | Week                                                                                                         | Semester | Topic                                                         | Key Activities / Outcomes                                                                                                                                                                                                                                                                                                                                       | Your Own Launch                       | STORYBRAND 2.0 PAGES |
|-------|--------------------------------------------------------------------------------------------------------------|----------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|----------------------|
| 9/3   | 1                                                                                                            | Fall     | Time Planning & Your Why                                      | • Allocate time for learning, research, development, branding, marketing, deliverables, feedback, support • Learn how to prioritize tasks and manage deadlines. • Define the purpose and ultimate goal of your business. • Reflect on personal motivation and how it drives long-term vision. • Align your why with business objectives.                        | Why statement                         | Chapter 1            |
|       | Homework: ONE WEEK TEST – Use 3 at-home products. Create a business name, concept product, pitch, and price. |          |                                                               |                                                                                                                                                                                                                                                                                                                                                                 |                                       |                      |
| 9/10  | 2                                                                                                            | Fall     | What's your problem? Is it a good idea                        | • Passion / Problem / Skill Set • Research competitors and understand who else is addressing it. • Conduct a competitive analysis. • Assess opportunity, demand, target audience, and product development potential. • Evaluate profit projections and financial viability. • Plan strategies for growth if your business expands.                              | Do Passion, Problem, and Skills Chart | Chapter 2 - 3        |
|       | LOCAL PROJECT – Evaluating a Local Business                                                                  |          |                                                               | • Analyze a local business's people, processes, and products. • Identify operational strengths and weaknesses. • Suggest actionable improvements based on observations.                                                                                                                                                                                         |                                       |                      |
| 9/17  | 3                                                                                                            | Fall     | SWOT, People, and Problem Solving                             | • Develop a clear plan for your contribution to solving the problem. • Identify the team members and roles needed to execute your plan. • Evaluate skill gaps and how to fill them effectively. • Develop a launch plan and fulfillment strategy. • Conduct a SWOT analysis. • Prepare for potential operational challenges and market risks.                   | SWOT                                  | Chapter 4            |
| 9/24  | 4                                                                                                            | Fall     | Going to Market Considerations                                | • Explore options for print, digital, storefront, and mobile services. • Assess logistics, cost, and feasibility for each channel. • Decide on the best approach to reach your target customers. • Identify necessary materials, resources, and suppliers. • Create a production timeline with milestones. • Track progress and adjust plans to meet deadlines. | Decide on platform                    | Chapter 5            |
| 10/1  | 5                                                                                                            | Fall     | Local Expert Q&A – Ryan Smoker                                | • Engage with a local entrepreneur to learn real-world business strategies. • Discuss challenges, successes, and practical lessons learned. • Ask questions about branding, operations, and growth strategies.                                                                                                                                                  |                                       | Chapter 6            |
| 10/8  | 6                                                                                                            | Fall     | Creating Your Own Brand                                       | • Develop a business name, brand colors, logo, fonts, and marketing voice. • Explore how branding communicates value to your target audience. • Align branding elements with your business mission and goals.                                                                                                                                                   | Decide on name and brand              | Chapter 7            |
| 10/15 | 7                                                                                                            | Fall     | Developing Your Product/Service – Single vs Multiple Products | • Compare benefits of focusing on a single product vs multiple offerings. • Evaluate potential risks and rewards of product diversification. • Decide on a product strategy aligned with audience demand.                                                                                                                                                       |                                       | Chapter 8            |
| 10/22 | 8                                                                                                            | Fall     | Making Projections – Pricing & Positioning                    | • Evaluate potential pricing strategies. • Analyze market positioning and competition. • Research historical data to guide decision-making. • Understand profit and loss statements and how to calculate them. • Evaluate return on investment for various scenarios. • Use financial metrics to inform business decisions.                                     | Productize and P&L Projection         | Chapter 9            |
| 10/29 | 9                                                                                                            | Fall     | Making Projections – Cross Sells & Affiliates                 | • Explore revenue opportunities through cross-selling. • Understand affiliate marketing and partnership strategies. • Develop plans to expand market reach effectively. • Layout marketing rhythm for your launch                                                                                                                                               |                                       | Chapter 10 - 11      |

|       |                                               |        |                                                                   |                                                                                                                                                                                                                                                                       |                            |                 |
|-------|-----------------------------------------------|--------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-----------------|
| 11/5  | 10                                            | Fall   | Sales & Marketing                                                 | • Developing a marketing plan and strategy. Benefits of a 'waterfall plan' vs. 'agile' plan. • Pitch best practices and approaches. • Practice pitch and overviewing next steps, managing customer expectations, and getting ahead of common questions or objections. | Launch Early?              | Chapter 12 - 13 |
| 11/12 | 11                                            | Fall   | Sales & Marketing                                                 | • Developing marketing materials for print, video, social, and samples                                                                                                                                                                                                | Marketing Plan             | Chapter 14      |
| 11/19 | 12                                            | Fall   | Distribution Channel Strategy – Lead Magnets & Digital Footprints | • Learn basics of lead generation through incentives and lead nurturing. • Understand social third-party platforms and website • Rhythms to monitor marketing methods and overall footprint analytics                                                                 |                            | Chapter 15      |
|       | LOCAL PROJECT – Evaluating a Similar Business |        |                                                                   | • Analyze another business's people, processes, and products. • Compare findings to your own business plan for improvement. • Identify actionable insights to refine your approach.                                                                                   |                            |                 |
| 12/3  | 13                                            | Fall   | Feedback on Beta                                                  | • Collect feedback from 10 test users on brand, product, and projections. • Analyze responses to identify areas for improvement. • Refine product, brand, and launch plan before official release.                                                                    | Launch!                    | Study           |
| 12/10 | 14                                            | Fall   | Launching Your Business!                                          | • Execute marketing and promotional activities. • Share your business and product with your target audience. • Serve customers effectively during initial launch period.                                                                                              | Storybrand Exam            | SB TEST         |
|       |                                               |        |                                                                   |                                                                                                                                                                                                                                                                       |                            |                 |
|       |                                               |        |                                                                   | CHRISTMAS BREAK                                                                                                                                                                                                                                                       | SELL!                      |                 |
|       |                                               |        |                                                                   |                                                                                                                                                                                                                                                                       |                            |                 |
|       | 16                                            | Spring | Local Expert Q&A – Adam Grim                                      | • Gain insights on scaling a business and market strategy. • Discuss practical operational challenges and solutions. • Ask questions about digital presence and distribution strategies.                                                                              |                            |                 |
|       | 17                                            | Spring | Converting Customers & Fulfillment                                | • Manage orders, delivery, and customer service. • Ensure a smooth and consistent fulfillment process. • Track customer satisfaction and adjust processes as needed.                                                                                                  | Customer Tracking          |                 |
|       | 18                                            | Spring | Cost Tracking & Inventory Management                              | • Track time, materials, and inventory efficiently. • Identify cost-saving opportunities without compromising quality. • Use systems to maintain accurate records and forecasts.                                                                                      |                            |                 |
|       | 19                                            | Spring | Marketing Analytics – GA4 & Trends                                | • Learn to use Google Analytics 4 and other marketing tools. • Monitor national trends and competitor activity. • Apply insights to optimize marketing strategies.                                                                                                    | Conduct Analytics Overview |                 |

|  |    |        |                                                    |                                                                                                                                                                                      |                           |  |
|--|----|--------|----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|--|
|  | 20 | Spring | <b>Content Marketing 101</b>                       | • Develop your own video, blog, and email • Create 3 original videos, articles, or emails • Load them on appropriate channel platforms                                               |                           |  |
|  | 21 | Spring | <b>Staying Connected – Emails</b>                  | • Build email campaigns to nurture customer relationships. • Create content to educate and engage your audience. • Monitor performance and improve email strategy.                   | <i>3 Email Campaigns</i>  |  |
|  | 22 | Spring | <b>Staying Connected – Video</b>                   | • Develop video content to build brand loyalty and value. • Use storytelling and educational techniques effectively. • Distribute video content across appropriate digital channels. | <i>3 Videos</i>           |  |
|  | 23 | Spring | <b>Staying Connected – Blogs</b>                   | • Create informative and engaging blog content. • Optimize for SEO and audience engagement. • Use blogs to support marketing and lead generation.                                    | <i>3 Blogs</i>            |  |
|  | 24 | Spring | <b>Local Expert Q&amp;A – Nelson Shertzer</b>      | • Scaling your business. • Power of a mentor • Starting the next business with different goals                                                                                       |                           |  |
|  | 25 | Spring | <b>YOUR OWN PROJECT – Develop Your Own Content</b> | • Work on channel content                                                                                                                                                            | <i>Email, Video, Blog</i> |  |
|  | 26 | Spring | <b>Evaluating Success</b>                          | • Collect core analytics, customer feedback, make revised plan for next season                                                                                                       |                           |  |
|  | 27 | Spring | <b>Evaluating Success</b>                          | • Assess profits, business freedom, and overall impact. • Measure outcomes against initial goals and projections. • Identify areas for future growth and improvement.                | <i>Analytics</i>          |  |
|  | 28 | Spring | <b>Makeup Week</b>                                 | Dig Deeper / Recap / Q&A                                                                                                                                                             | <i>Final Assessment</i>   |  |
|  | 29 | Spring | <b>Share Results</b>                               | <b>Final Results Presentation</b>                                                                                                                                                    |                           |  |
|  | 30 | Spring | <b>Share Results</b>                               | <b>Final Results Presentation</b>                                                                                                                                                    |                           |  |