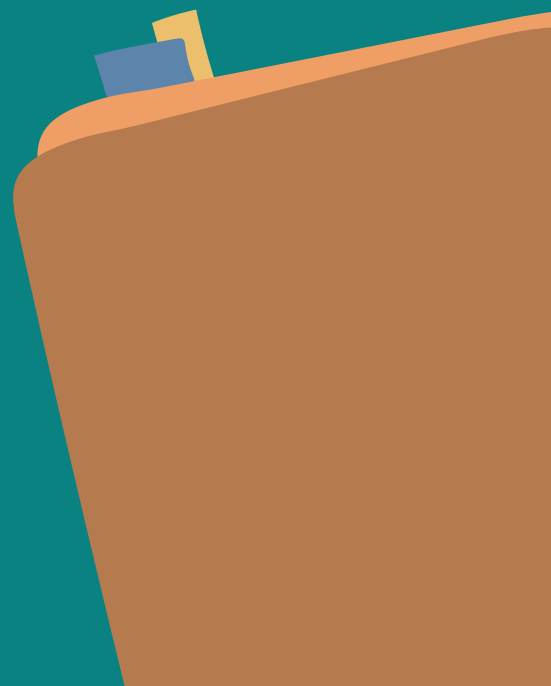




The Ultimate Enterprise Planner

Guidebook





W E L C O M E

Thank You!

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SPECIAL EDITION

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Welcome to The Ultimate Enterprise Planner!

This is YOUR comprehensive and personalised guide that will grow and develop alongside you on your journey to success.

My name is Tonisha, an enterprise educator and co-author of this guide with my son, Tyrique, a young entrepreneur who saw a golden opportunity. At only 17, Tyrique knew that he wanted to own a business, so I gave him the necessary questions and checklists to consider before embarking on his journey to running a successful company. In a eureka moment, Tyrique realised that the worksheets he used to map out his ideas eventually took the form of his very own personal business planner, and opportunity soon dawned on us; this planner is something that every budding entrepreneur would need.

And so our mission was clear: To help guide new entrepreneurs on their path to starting and running a successful business. The journey can be confusing and overwhelming, but this guide aims to transform those barriers and hurdles into useful tools and resources that will support you and your business. Broken into five interactive chapters, The UltimateRight-Brained Business Planner covers all the necessary bases that are critical to achieving success as an entrepreneur, and will evolve and expand with you on your road to becoming a CEO.

So, what are you waiting for?
Let's get started!





WELCOME!

Starting a business is never easy—there are so many elements to consider and hurdles to overcome when launching a company, but that’s where The Entrepreneur Bootcamp comes in.

Embark on a 14 step, bespoke experience that takes you through every step of running a successful business with a free copy The Ultimate Enterprise Planner! Each section is designed to help you overcome any hurdle you are facing by providing a tried, tested and proven framework that our own experts used when they were in your position.

Each section of the Bootcamp is packed with easy to digest information, tools and activities that will see your business bloom and thrive with regular nurturing and care from our on-hand team of professionals.



WHO IS THIS FOR?

The Entrepreneur Bootcamp is tailored for passionate and determined individuals who want to see their ambition turned into measurable goals. There is no such thing as a bad idea and we welcome anyone with the drive to see their creativity bloom into a profitable business.

WHAT'S IN THE BOX?

For only £525, we will equip you with everything you need to begin starting your business in 14 manageable sections over a 14 step period. In the first step, you will receive:

- A one hour consultation where we tailor and personalise a bespoke plan to suit your business needs.
- A support video will be sent directly to your inbox to guide you through each section of our 14 step process.
- A digital copy of our essential Ultimate Enterprise Planner included FREE of charge!
- A monthly group mastermind call
- Access to new products and merchandise, offers, events and perks from the community such as free training events and more.
- An invitation to our exclusive members community and your Client Portal: an exclusive network of coaches and fellow entrepreneurs where you can track your business growth and meet other clients on your journey to success.



HOW IT WORKS



HOW IT WORKS

Our mission is to supply you with the knowledge, tools and resources required for starting a business, but never overwhelm you with jargon, buzzwords or too much information at once. You will get a new section of focus every month over 14 step, scaled and tinkered to match the progress and growth of your business.

Whether you are just starting a business or are in the process of planning, our Membership Programme will guide you through a 14 step, step-by-step process covering all the necessary bases for running a successful business with your Ultimate Enterprise Planner.

Each monthly section is packed with:

- Easy to digest information.
- Tools and activities that will see your business bloom and thrive .
- Regular nurturing and care from our on-hand team of experts.
- A framework that promotes creativity and user-accessibility, while remaining open minded and adaptable to sudden changes in the business or your personal life.

Our on-board team pride themselves on integrity, efficacy and sensitivity as they guide you through our plethora of resources, milestones, videos, checklists and most importantly, The Ultimate Enterprise Planner.

Behind you every step of the way, the brains behind our Membership Programme source their expertise and knowledge from countless disciplines such as:

- Business
- Marketing
- Law
- Art
- IT
- Tech
- Music



And so much more! Most importantly, we bring authenticity and integrity every step of the way.

- A tailored experience that takes you through every step of running a successful business.
- A personalised service to flexibly match your unique business needs and demands.
- No jargon, buzzwords or too much information at once.
- You will get a new section of focus every month over 14 step, scaled to match the progress and growth of your business.
- We will equip you with everything you need to begin starting your business in 14 manageable sections.



THE 14 STEP PLANNING PROCESS:



THE 14 STEP PLANNING PROCESS:

Across 14 steps, you will learn every vital step that must be taken for launching a successful business, and no section will ever be the same. From planning a product to conducting a marketing campaign, you will have the opportunity to engage in activities that will test your creativity and business acumen, while also leaving you with actionable goals for the future.

Let's explore what we will cover in each section...

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GLOSSARY:

BCG Matrix: a framework created by Boston Consulting Group to evaluate the strategic position of the business brand portfolio and its potential.

Blogging: write about (an event, situation, topic, etc.) in a blog.

Brainstorm: a group discussion to produce ideas and ways of solving problems.

Brand: A type of product manufactured by a particular company under a particular name.

Branding: the promotion of a particular product or company by means of advertising and distinctive design.

Colour Energy: Colours associated with emotions that can affect a business.

Compatibility Matrix: A system used to determine the compatibility of two or more entities to find the most logical and realistic outcome.

Copyright: the exclusive and assignable legal right, given to the originator for a fixed number of years, to print, publish, perform, film, or record literary, artistic, or musical material.

Digital Resources: any resource which is in digitised form.

Elevator Pitch: a succinct and persuasive sales pitch.

Financial Resources: a term covering all financial funds of the organisation.

Focus Group: a group of people assembled to participate in a discussion about a product before it is launched, or to provide feedback on a political campaign, television series, etc.



GLOSSARY:

Human Resources: the department of a business or organisation that deals with the hiring, administration, and training of staff.

Market Segmentation: the activity of dividing a broad consumer or business market, normally consisting of existing and potential customers, into subgroups of consumers based on some type of shared characteristics.

MVP: An acronym denoting the 'Minimum Viable Product' that you can bring to market.

Networking: the action or process of interacting with others to exchange information and develop professional or social contacts.

Patenting: a government authority or licence conferring a right or title for a set period, especially the sole right to exclude others from making, using, or selling an invention.

PESTLE: a business model denoting political, economic, social, technological, legal and ethical considerations.

Physical Resources: tangible items that are necessary and available for a business to function.

Porter's Five Forces: a tool for analysing competition of a business. It draws from industrial organisation economics to derive five forces that determine the competitive intensity and the attractiveness of an industry in terms of its profitability.

Prototype: a first or preliminary version of a device or vehicle from which other forms are developed.

Social Media: websites and applications that enable users to create and share content or to participate in social networking.



GLOSSARY:

Stakeholder: a person with an interest or concern in something, especially a business.

Strategy Cascade: the process of translating goals from one level of the organisation to the next to ensure alignment between the organisation's strategy and individual employees' activities and goals.

StrengthsFinder: a self-help book written by Marcus Buckingham and Donald O. Clifton.

Survey: to gather the opinions, beliefs and feelings of selected groups of individuals, often chosen for demographic sampling.

SWOT: Strengths, weaknesses, opportunities and threats to the business.
The Five Languages of Love: Words of Affirmation, Acts of Service, Receiving Gifts, Quality Time, and Physical Touch.

Validation Data: Information gathered from checking the accuracy and quality of source data before using, importing or otherwise processing data..

Value Proposition: an innovation, service, or feature intended to make a company or product attractive to customers.



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