



*We invite you to join our exclusive online course.*

# Strategic Entrepreneurship

*Part 1: Essentials*



Transform your small business into a thriving, successful, sellable legacy.

**Begin your journey today!**

[BigSkyWay.Biz/Essentials](https://BigSkyWay.Biz/Essentials)



# Strategic Entrepreneurship Part 1: The Essentials

Embark on a transformative journey into the world of strategic entrepreneurship with this comprehensive course, designed to equip aspiring entrepreneurs and business owners with the essential tools and knowledge needed to thrive in today's dynamic business landscape.

**Strategic Entrepreneurship Part 1: The Essentials focuses on:**

- Cultivating self-awareness
- Fostering clarity in marketing efforts
- Understanding financial profitability
- Mapping growth strategies
- Gaining alignment and focus on the identity of your business.

“  
98% of attendees agree our education is a valuable investment in the future of their organization  
”

**The entrepreneur's psychology is an interesting one.** They would rather work for themselves instead of a 9-5 boss. They are self-starters, aware of market needs, tolerant of risk, highly self-reliant, tenacious, and very goal oriented. Entrepreneurs are stubborn! Quite simply, they like to build solutions for other people's problems. **Entrepreneurs, in the most basic definition, are builders.**

**But the unfortunate reality is that within 5 years, most startups fail.** This is due to a variety of reasons, such as poor product, unclear target audience, vague marketing copy, and running out of cash. But the #1 reason why entrepreneurs fail is because they get stuck in the Craftsperson's Trap. If you envision the entrepreneur on a journey, they commonly begin as a confident craftsperson, a skilled practitioner, or an accomplished technician. They have developed great skill in their trade and decide to put up their business shingle and start the life of an entrepreneur. The challenge is that their technical skill *doesn't translate* to business skills. They quickly realize knowing how to do the work of the business has nothing to do with creating a business that works. To transition from the Craftsperson to the Business Practitioner, the entrepreneur must quickly supplement their technical skills with business skills. If the entrepreneur fails to develop basic business skills within the first 5 years, they commonly become another statistic of a highly motivated entrepreneur having to go back and find a 9-5 job.



This self-paced online course is designed to provide participants with research-based and practical skills for developing a healthy business that can begin standing on its own two feet. Topics in this course will include old school marketing concepts, gaining customers, knowing your numbers, growth mapping, time management & developing a one-page business playbook. This course is intended for any entrepreneur that finds themselves stuck in the craftsperson trap, and highly motivated to turn their craft into a business.

## Delivery

Course delivery is online, self-paced, with easy-to-understand modules and step-by-step worksheets.

## Who is this program designed for?

This course is designed for the early-stage entrepreneur who is looking to:

- ★ Build basic business acumen and a better understanding of their business.
- ★ Improve their overall knowledge in Marketing, Finance, Growth & Entrepreneurial self-awareness.
- ★ Increase value of the business and future sellability

## Participants receive the following:

- ★ **RESOURCE PLATFORM: Lifetime Access!** To our exclusive resource platform, access to all content covered in the course + MORE! Pre-recorded presentations, course manuals, scripts, and exercises.
- ★ **BUSINESS COACHING:** Monthly group coaching sessions.
- ★ **WORKSHEETS:** 15+ Ready to use Worksheets!

### Ready to Use Worksheets Included!

- Product/Service Tour
- Value Ladder: Lead Magnet Ideas
- Value Ladder: Building the steps
- Target Audience: Customer Characteristics
- Target Audience: Avatar
- Target Audience: Where they Congregate
- Pricing with Bundled Offer
- Menu Pricing
- Lead Generation Strategies
- Marketing Copy with Strategic Language
- Profitability Enterprise Analysis & Break Even Point
- Cash Flow Budgeting with Operating Loan Calculator
- Growth Mapping
- Time Management Work Audit
- 1-Page Business Playbook

## COURSE MODULES

### Module 1: The Entrepreneur

The number one reason why new entrepreneurs fail is because they assume their technical expertise will translate into business skill. Knowing how to do the work of the business has nothing to do with creating a business that works. In this module, you will explore the reasons startups fail, characteristics of successful entrepreneurs, entrepreneur psychographic types, and the research on what creates valuable businesses.

### Module 2: Old School Marketing

At the end of the day, marketing always comes down to knowing your target customer, providing an outstanding offer, and developing strategic language that shows how your brand solves problems. Developing a strong grasp on marketing fundamentals will make every entrepreneur's journey more effective and enjoyable. In this module, you will explore how marketing can be used for good or evil, take a deep dive into your offerings with a product/service tour, understand how to use a value ladder and build out lead magnets and steps within your value ladder, identify your target audience per product/service, create an target audience avatar, and identify where they congregate in the marketplace, challenge traditional pricing concepts by developing a bundled offer, and creation of a pricing menu.

### Module 3: Let's Get Some Customers

Marketing concepts will only get you so far, at the end of the day business runs on generating customers. The ability to generate new leads, convert those leads, use the right language to cut through the noise, and building communication venues will separate Craftspeople from Business Practitioners. In this module, you will identify from 9 lead generation strategies which work best per product/service, learn how to write marketing copy using the hero's journey, gain emails from your lead generation strategies, and build nurture and sales email campaigns to stay in front of your target audience.

### Module 4: Know Your Numbers - Profitability and Cash Flow Mastery

Numbers don't lie. You may feel good about the product/service you sell, but if they fail to generate a profit, all is for naught. Further, one of the top reasons entrepreneurs go out of business is because they run out of cash. You need to know your numbers, especially cash flow and profitability. In this module, you will learn the basic structure of an income statement and break the income statement into smaller enterprise statements. This will allow you to understand profitability per enterprise or product/service, as well as calculate a production break-even. Further, you will understand the only three areas cash can come from, the basic structure to cash flow budgets, conduct a cash flow budget, and proactively analyze when cash flow becomes a growth opportunity and when it requires additional funding.

### Module 5: Growth Mapping - Navigating the Path to Sustainable Business Expansion

All businesses must grow. To offset inflation, compensate for risk, and enjoy the ability to invest in the future of your business, growth must become a core strategic objective. In this module, you will explore the four growth mapping strategies of penetration, market growth, product growth, and diversification. Further, you will learn how risk plays a role in business growth.

### Module 6: Build a Machine - Basic Time Management Mastery

To ascend from the Craftsperson to the Business Practitioner, entrepreneurs need to adjust how they manage their time. Craftspeople like spending their time on their craft, but results in their business just becoming another job. To make the ascension, entrepreneurs need to devote more time to the business of the business. In this module, you will learn about four different time quadrants and conduct a work audit to determine where you spend your time. Further, you will begin differentiating between the big rocks and sand that fill up your time, as well as develop a desired time matrix that will allow you to step back and identify activities that will help you become a more effective business practitioner.

### Module 7: Business Playbook

If an entrepreneur struggles to explain their business, and says, "It's complex", it is evidence that they don't have a strong grasp on who they are and what they do. Advanced entrepreneurs can talk about their business with great clarity and acumen. In this module, you will re-visit your product/service tour with newly gained perspective, and conduct a 1-page business playbook, which will create alignment and focus.

### Module 8: Final Summary & Review

Learning business is a skill like anything else. It takes time, effort, and patience. Review is an important aspect of learning because nerve cells that fire together wire together. Bringing everything together in a review will help give context and deeper understanding. In this final module, you will review all the main concepts and worksheets, giving you clarity and confidence as you take the next step of your entrepreneurial journey.

## Meet Your Instructor



Dr. Chance Eaton

Dr. Eaton holds advanced degrees in business, psychology, and education leadership, and undergraduate degrees in business finance, psychology, and psychotherapy. Growing up on a large corporate farm and ranch gave Dr. Eaton a running start on all things small business management. After leaving, he has spent most of his career working in, or with, small and medium-sized businesses. Inspired by his background in agriculture, Dr. Eaton finds great joy in weaving Big Sky principles into the complexities of the 21st century organization.



# Big Sky Way Signature Programs

**WE BRING THE COURSES TO YOU!**

<b>Customer Service</b> Internal & External Culture & Customer Service with Your Personality 	<b>Meditation</b> Resilient & Intelligent Energy Management with HeartMath Meditation 	<b>Sales</b> 	<b>Personality</b> Effective Communication & EQ with DISC Personality 
<b>Conflict</b> Resolving Conflict with Integrity 		<b>Employee Engagement</b> Employee Engagement Tactics with Gallup Q12 	
<b>Foundational Document</b> Culture/Values Proposition 	<b>Team Cohesion</b> 5 Behaviors of a Cohesive Team 	<b>Talents &amp; Strengths</b> Strength-Based Living with Gallup's Clifton StrengthsFinder 	<b>Principles</b> Principle-Based Living based on Covey's 7 Habits 
<b>Well-Being</b> A Handbook of Well-Being 			

Big Sky Way, 2748 Colonial Drive, Ste. B., Helena, MT 59601

▪ Phone: (406) 540-1321 ▪ Email: Support@BigSkyWay.Biz ▪ Web: www.BigSkyWay.Biz