

DreamBuilder[★]

THE WOMEN'S BUSINESS CREATOR

Course Descriptions



1. Starting Your Dream

In this course, you will review important factors for deciding whether or not to follow your dream of starting or growing a business. You will learn about some of the rewards that entrepreneurship brings, and review some of the challenges that entrepreneurs face. You will see how your decision to become an entrepreneur will impact you, your family, and your community. You will review traits of successful entrepreneurs. At the end of this course, you will be introduced to the business plan tool that is built into this program, and will start working on your business plan.

Course Topics:

Topic 1: Should I Follow My Dream?

Topic 2: Rewards of Entrepreneurship

Topic 3: Common Challenges Entrepreneurs Face

Topic 4: Traits of Successful Entrepreneurs

Topic 5: Am I Ready?

2. Exploring Your Dream

In this course, you will explore your business idea in greater detail. You will learn about internal and external sources of business ideas and the importance of sharing your idea for feedback. You will learn about customers and competitors, start to do some market research, and think about laws and regulations that may apply to your business idea.

Course Topics:

Topic 1: Internal vs. External Sources of Inspiration

Topic 2: Sharing Your Dream

Topic 3: What Is a Customer?

Topic 4: What Is a Competitor?

Topic 5: Market Research

Topic 6: Laws and Regulations

3. Planning Your Dream

In this course, you will learn what a business plan is and why you need it. You will review the different sections of a business plan, and explore some ways it can guide your decision-making process. You will learn about the DreamBuilder business plan tool and how to use it effectively. You will also learn about additional tools and resources available for your business plan.

Course Topics:

Topic 1: To Obtain Your Dream, You Need a Map

Topic 2: What Are the Sections of a Business Plan?

Topic 3: Getting the Most Out of the Business Plan Tool

Topic 4: Additional Tools and Resources to Help with Your Business Plan

Topic 5: How Do You Use a Business Plan?

4. Making Your Dream

In this course, you will identify the type of business you will start or grow: a product-based business, a service-based business, or a combined product and service-based business. You will be guided through all of the steps and activities that are required to make your product or deliver your service.

Course Topics:

Topic 1: What Do I Need to Think About?

Topic 2: The “What” Questions

Topic 3: The “Who” Questions

Topic 4: The “Where” Questions

Topic 5: The “When” Questions

Topic 6: The “How” Questions

5. Marketing Your Dream

In this course, you will learn why marketing is important. You will be introduced to techniques to communicate the value of your product or service to potential customers. You will learn how to identify your target market and learn about the importance of positioning and branding. You will create an “elevator speech” and explore ways to share your story through advertising and digital marketing.

Course Topics:

Topic 1: Why Marketing Is Important

Topic 2: What Is Your Target Market?

Topic 3: Make Your Product or Service Stand Out

Topic 4: How Will People Identify Your Product or Service?

Topic 5: Crafting Your Elevator Speech

Topic 6: Sharing Your Story through Advertising

Topic 7: Digital Marketing

6. Pricing Your Dream

In this course, you will learn how to set prices for your product or service. You will think about the value customers get from your product or service and the price they are willing to pay. You will learn how to calculate costs and decide on pricing that work for your business. You will review the difference between direct and indirect costs and consider what to do if your costs are too high. Finally, you will be reminded to think about how your pricing fits with your marketing message.

Course Topics:

Topic 1: Understanding Value

Topic 2: How Do You Set a Price?

Topic 3: Calculating Your Direct Costs

Topic 4: Calculating Your Indirect Costs

Topic 5: What If My Costs Are Too High?

Topic 6: My Pricing and Marketing

7. Selling Your Dream

In this course, you will learn about selling, and how it contributes to your overall success as an entrepreneur. You will learn about why people buy from you. You will explore the importance of looking beyond a single sale and benefits of excellent customer service. You will see why every person is a salesperson and how to make projections.

Course Topics:

Topic 1: What Is Selling?

Topic 2: The Importance of Selling

Topic 3: Why Do People Buy from You?

Topic 4: Lifetime Value and Customer Service

Topic 5: Every Employee Is a Salesperson

Topic 6: Making a Sales Projection

8. Managing Your Dream

In this course, you will learn how to manage the different areas of your business in order to keep on top of things and make a profit. This includes hiring, training, and managing employees. You will explore how to manage family members and good and bad employees. You will also consider how to manage your time, money, and information. Finally, you will enter information into your business plan.

Course Topics:

Topic 1: The Basics of Management

Topic 2: Managing the Hiring Process

Topic 3: Managing Your Team

Topic 4: Managing Family Members

Topic 5: Managing Good and Bad Employees

Topic 6: Managing Time and Money

Topic 7: Managing Information

9. Profiting From Your Dream

In this course, you will learn how to determine if your business is earning a profit, and provide useful guidance on what to do if your business isn't profitable. You will learn about the concepts of profit, loss, and break even. You will review the components of a Profit and Loss Statement and how to use this document. You will consider some reasons why your business may not make a profit and how to correct this. Finally, you will what to do when your business is profitable.

Course Topics:

Topic 1: Profit, Loss and Breaking Even

Topic 2: The Profit and Loss Statement

Topic 3: Using Your Profit and Loss Statement

Topic 4: What If You're Not Profitable?

Topic 5: What If You Do Have a Profit?

10. Keeping Track of Your Dream

In this course, you will learn about why it is important to have a system for tracking the money that flows in and out of your business. You will learn about bookkeeping and a number of different accounting terms and processes. These include Accounts Payable and Receivable and the use of a Balance Sheet and Cash Flow Projections. You will learn how these statements and reports can help you track the financial health of your business. Finally, you will learn about other accounting resources.

Course Topics:

Topic 1: Get Organized, Pay Attention, Keep Track

Topic 2: Bookkeeping

Topic 3: Accounts Payable & Receivable

Topic 4: Other Cash Items

Topic 5: Using a Balance Sheet

Topic 6: Cash Flows and Cash Flow Projections

Topic 7: Accounting Resources

11. Funding Your Dream

In this course, you will think about how much money you really need to start or grow your business. You'll be introduced to different sources of funding, and learn how your business plan can help you get funding.

Course Topics:

Topic 1: Sometimes You Need Money to Start

Topic 2: How Much Money Do You Really Need?

Topic 3: Sources of Funds

Topic 4: Telling Your Story to Investors

12. Formalizing Your Dream

In this course, you will explore the legal considerations involved in starting or growing a business. You will learn about contracts and agreements and experts who can provide guidance with these documents. You will explore possible legal structures for your business. You will review the importance of complying with laws and regulation and dealing with risk.

Course Topics:

Topic 1: Contracts and Agreements

Topic 2: Experts Who Can Help

Topic 3: Choosing the Right Legal Structure

Topic 4: Compliance with Regulations and Legal Obligations

Topic 5: Dealing With Risk

13. Turning Your Dream Into Reality

In this course, you will learn how an Action Plan can help guide your business. You will work on setting goals and identifying potential challenges. You will learn how to use your allies and resources and create an Advisory Board and timeline for launch. You will learn about the templates on the DreamBuilder platform that will help in all of these areas. Finally, you'll have the opportunity to print your graduation certificate.

Course Topics:

Topic 1: Creating Your Action Plan

Topic 2: Setting Your Goals

Topic 3: Identifying Challenges

Topic 4: Using Your Allies and Resources

Topic 5: Creating an Advisory Board

Topic 6: Setting Your Timeline

Topic 7: Program Resources

Topic 8: Graduation!