

GETTING STARTED (AN ENTREPRENEUR'S GUIDE)™

Getting out of the starting blocks fast

One of the most important aspects of starting your own business is a roadmap (traditionally called a business plan) that guides you on this journey. Experience has shown that many entrepreneurs fail, not because they don't have the technical know-how of the craft they enter into but because they did not map the journey they want their business to take.

The *Getting Started (an Entrepreneur's guide)™* is a program that will assist you, the entrepreneur, to map this journey for your business. The 2-day program is different to other programs in the sense that it focuses on the practical application of the theoretical knowledge in your business – you will be given assistance with the implementation. You are also given implementation support through one-on-one mentoring and coaching sessions for 4 months after the program – this ensures accountability and follow-through.

During the 2-day *Getting Started (an Entrepreneur's guide)™* journey, the following topics will be covered:

Day 1	Day 2
Business Plan essentials (various topics)	Is online presence important?
SWOT analysis (including competitor landscape)	Sales (various topics)
Branding, marketing, sales – what is the difference?	What does the business landscape look like and what are the basic requirements to get started?
Your brand (various topics)	How do I ensure I continue to develop and stay resilient in this game called business? What does the entrepreneurial mindset look like for me? What could stand in the way of my success?
Practical – your marketing & sales strategy & plan	Complete goalsetting worksheet & commit to deadlines Refine goals & set specific actions against each goal

If you have made the decision to start your own business or if you have been in business for a while but feel you are stuck in achieving your goals, this *Getting Started (an Entrepreneur's guide)™* is for you.

Contact me on amelia@chokmahcoaching.co.za to book or visit my website at www.chokmahcoaching.co.za for more information.

