



## “Learnin, As WE go”

### Entrepreneurship & Small Business Success

6 Week Fast Track Course

## CLASS OUTLINE

This is an ideal class for all small business owners, or individuals who are thinking about starting their own business.

### The class will go over the following things:

1. Your Starting Point is here; where ever you are
  - a. Personal Professional Business Analysis included
  - b. What When Why Where & How- Your Talent, Skill, & Niche
  - c. Writing your paycheck- P-P-B Mission/Vision Statements
2. Business Structure & Master Mind Group
  - a. Resource Bank Development
3. The Art of Business Writing & the Thank You Note
  - a. 3Deep formula for building customer relationships and your bottom line
4. You are Your Product and Services Image- Marketing, Advertising, SEO and the web. From the \$0 to the ShoeString to the Bling Bling Budget.
  - a. How to get that message out to your ideal customer
5. How to systematize your Business Development so that it produces reliable, consistent, predictable, and trackable results for client building.
  - a. Certifications, Licensing, Networking on and offline.
6. Where do we go from here for continued success and growth?
  - a. The Business Plan
  - b. Wild Card- Class Chosen Subject Matter

The course is intended for entrepreneurs and small business owners. It is conducted in a **seminar style** covering various small business basic and growth building subjects.

But wait, there’s so much more than the text book material included in this class. **Your chances of success should be much improved by the end of the course by equipping you with the “tools and resources you need” in “Real time” and at the “speed of business”.** Participants of this class will have access to the **Exceptions Small Business Resource Bank**

“Learnin, As We Go” is geared toward getting you the information and resources necessary to succeed, overcome self-imposed obstacles and getting your entrepreneurial juices flowing toward success while providing you with a start to finish experience for the topics covered.

### Exceptions To The Rules Programs:

It has been scientifically proven that by motivating people with various methods; employers, business start ups, and business growth has a higher performance level, sustained rate, and commitment to succeed.

#### Your Instructor:

E.Michelle Lee is a Paraprofessional Consultant, Speaker, and author. Michelle has researched over 400 business subjects and human needs that she provides solutions for individuals and businesses with truthful advice while being entertaining and light-hearted. Her approach; **3Deep Formula (3X3X3=?)** is humorous and resource-rich.

For 3 years she has served on Ohio’s Advisory Council for Small Businesses and for 20 years inspiring people and connecting them to resources that are not otherwise available. She enjoys working with people from various socio-economic strata and a multitude of life experiences. She is: An Exception To The Rule!



[www.exceptionstotherules.com](http://www.exceptionstotherules.com) Plus look for us here:

**Other Highlights:** Guest Speakers, B-2-B Opportunities, Real Time info JobsOhio, Resource Pooling