



The ABC's of Entrepreneurship

Tessa Takes the Challenge

Dramatic Learning Series

Have you been getting frustrated trying to find a job?

Does starting a business seem like a daunting task?

Do you need to boost your business by introducing a new product or service?

Then **Take the Challenge** is for you.

This dramatized learning series gives you step by step guidance to help you to implement your business idea with entertainment as a bonus!

To learn more or to sign up
Email: donna@donnaevery.com

Basic Package - Ten
videos with quizzes
and activities

US \$74.99

Advanced Package
with five additional
coaching videos

US \$99.99

Premium Package
with coaching videos
and group coaching

US \$149.99



DONNAEVERY
Inspiring | Empowering | Purpose Driven

Episode Objectives

Episode 1

To provoke thoughts of being an entrepreneur instead of an employee and to introduce different types of entrepreneurs and how they impact the economy.

Episode 2

To show ways that you can generate business ideas by asking key questions. The importance of personal stocktaking (and brainstorming) to see what you have/know/are passionate about, that can become a potential business idea.

Episode 3

To introduce the importance of planning and market research before starting a business.

Episode 4

To look at some of the characteristics necessary to be an entrepreneur, particularly risk taking, when your idea is challenged.

Episode 5

To help you understand and choose the right business structure for you before you get started.

Episode 6

To show that not all business ideas work and that failure is a part of the life of an entrepreneur and needs to be accepted and learned from.

Episode 7

To demonstrate carrying out market research using face to face interviews. To understand dealing with service providers. To introduce financing options available to start-up businesses.

Episode 8

To demonstrate the importance of having a mentor to guide you, to be accountable to and to help you connect with people to help you grow your business. To show that your idea of wanting to start a business will be challenged and to settle in your mind what you really want.

Episode 9

To look at some of the issues associated with growing the business. Leadership, organizational structures and separation of roles.

Episode 10

To understand the importance of contracts, relationships with suppliers and some of the other aspects of starting and running a business, including the help that is available to entrepreneurs.