GoSkills

Taking the Leap from Employee to Entrepreneur

GoSkills online course syllabus

Skill level
Beginner

Lessons
29

Pre-requisites
No prior experience needed

Video duration
1h 26m

Estimated study time
1h 26m

Instructor
Sam Bennett

Introduction

1 Regaining your power

Taking the leap and becoming an entrepreneur can feel scary, but it's also incredibly rewarding.

Developing a Prepared Mindset

2 Recognizing your readiness

There are several telltale signs that you can pick up on which might indicate that you're ready to become a business owner, or at minimum, leave your current role.

3 Identifying your reservations

The uncertainty of entrepreneurship can feel scary, and those fears can keep you stuck in a career that might not excite you.

4 Your starting point

It's no secret that many business ideas, and businesses themselves, aren't successful.

5 Elevating your self-awareness

You're more ready than think to dive into your new career, and your job has prepared you for this.

Generating Your Business Idea

6 Ideas need to solve problems

Your business idea doesn't need to be anything fancy, it simply needs to solve a problem.

7 Leaning into strengths and passions

The best business ideas will stem from things you're already good at or passionate about.

8 Ensuring marketability

The ideas you have for your business should also be appealing and interesting to others - that way, you can guarantee that you'll make money.

You May Not Need a Business Plan

9 Get it off the ground

Your business plan should be detailed enough that you have a clear vision to execute, but not so detailed that you're bogged down in creating it.

10 Staying lean and iterating

You'll want to get your business up and running quickly, and without burning a ton of money.

Getting Your Business "Live"

11 Setting up business systems

Leveraging business tools or programs can help you streamline processes and create efficiencies to make running a business easier.

12 Building your company website

There are several key items to have in place for your website to be successful.

13 Creating your financial structure

Your financial structure is one of the most important aspects of running your business, so you'll want to get it right.

14 Scheduling your workflow

When you systematize your life everything works better.

15 Getting out of your own way

You might be up against your own excuses to getting things done and it's draining you.

16 Overcoming your "pricing shyness"

Offer something a little more expensive and intensive to your existing customers.

Growing Your Entrepreneurial Network

17 Having conversations on social media

Engaging in conversations on social media is fastest ways to drum up brand interest and appeal.

18 Leveraging in-person networking

For entrepreneurs, in person networking is one of the most powerful tools for building connection.

19 Networking do's and don'ts

You've likely been in a situation where you haven't been sure how to kickstart a conversation with a stranger, or you haven't felt comfortable networking.

Positioning Your Brand

20 Building a competitive position

Today's business landscape is competitive.

21 Gaining brand visibility

There are plenty of ways you can build exposure for your brand, which can then help drive traction towards sales.

22 Stages of customer awareness

Making money means you need to start selling your products or services.

Communicating with Potential Clients

23 Communicating your value

You're the best person to articulate your business' value because you are most intimately familiar with it.

24 Overcoming objections

As you try to lock in your first handful of customers, you'll face objections.

25 A confident close

If you're freaking out or nervous as you give your pitch, your prospective customer will sense that.

Becoming Business Savvy

26 **Emphasize continued learning**

It's true that there's a lot you'll need to learn, and quickly, when you first become an entrepreneur.

27 **Business 101**

As you navigate your venture, you'll run into instances where you'll need to consult experts on the subject of accounting, legal, and technical wisdom, but you'll also want to have baseline knowledge in these areas, too.

28 **Thinking bigger**

Give yourself time to look into the future and craft a realistic vision for what you want your company to ultimately become.

Conclusion

29 **Go crush it!**

Thanks for taking this course!

Go to GoSkills.com