

### Understand What an Entrepreneur Is

An **entrepreneur** identifies a market need, takes risks, and starts a venture to meet it. They are **innovators**, **dreamers**, and **go-getters**.

#### What Kind of Entrepreneur Are You?

Below are the different types of entrepreneurs:



#### SERIAL

Starting multiple businesses.

*"Always building the next big thing."*



#### SOCIAL

Solve societal issues.

*"Change the world, one business at a time."*



#### INTRAPRENEURS

Innovate within existing companies.

*"Reinvent from within."*



#### LIFESTYLE

Build businesses to support their lifestyle.

*"Live your passion, build around it."*



#### FREELANCE

Turn personal skills into a business.

*"Turn your talent into profit."*



**Entrepreneurship isn't just a career choice; it's a mindset.**

So, is an entrepreneur born or made? Perhaps a bit of both.



#### Entrepreneurs

Focus on new ideas and growth.

Like change and taking risks.

Want to make big changes in the market.

Aim for fast growth and expansion.



#### Business Owners

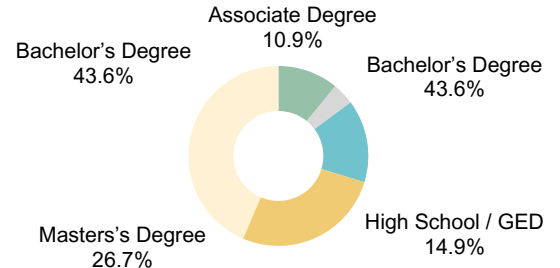
Focus on running a business.

Prefer stability and less risk.

Want to run a successful local business.

Aim for slow, steady progress.

#### Education of Entrepreneurs in the U.S.



### Planning Your Business Venture



#### Research Market

Understand industry trends, competitors, and customer needs.

This helps you identify opportunities and tailor your business to meet market demand.



#### Structure your Business

Outline your goals, strategies, and finances to guide your business.

Whether sole proprietorship or corporation, your structure affects risks, and growth.



#### Create a Business Plan

This roadmap details goals, strategies, and financial projections.

It guides your business and makes it easier to attract investors.



#### Understand your Finances

Know your cash flow, budgeting, taxes and other finances.

This keeps your business financially stable and avoids surprises.

# Funding Options

# 75%



of **entrepreneurs** fund their business with personal money, aside from customer revenue.

**Loans** are the second most common source.

When starting or growing a business, entrepreneurs have several funding avenues to explore, each with its own benefits and challenges. Here are some common options:



**Bank Loans:** Provide large sums with structured repayment.



**Angel Investors:** Wealthy individuals offer funds and mentorship in exchange for equity.



**Crowdfunding:** Platforms that allow public fundraising and product validation.



**Venture Capitalists:** Firms invest for equity, seeking high returns and control.



**Peer-to-Peer Lending:** Online platforms offer quick capital at higher interest rates.



**Grants:** Governments or corporations provide sector-specific funding and exposure.



**Self-funding:** Entrepreneurs use personal savings but with financial limits.

## KEY TAKEAWAYS

- **Entrepreneurs** need funding to cover startup expenses, sustain daily operations, and manage unexpected crises.
- Choosing the right funding option can help entrepreneurs achieve their business goals.
- When seeking an investor, your pitch should clearly define goals, and outline a clear growth plan to attract funding.

## HOW TO PITCH YOUR BUSINESS?



### Know Your Audience

Tailor your message and start with a compelling hook.



### Share Market Numbers

Show the potential with statistics on market size and growth.



### Define the Problem

Illustrate pain points and present your solution with proof.



### Call to Action

Clearly state your goal and ask a question to engage further.

## Build Customer Relationship

Building strong customer relationships is key to long-term success. Here are some dos and don'ts to guide you:



- ✓ Build loyalty for a consistent revenue stream.
- ✓ Encourage happy customers to spread positive word-of-mouth.
- ✓ Invite feedback to improve products and services.

DOS

DONTS

- ✗ Depend on one-time sales without fostering loyalty.
- ✗ Overlook the power of customer referrals
- ✗ Ignore valuable customer feedback.



## Create a Marketing Strategy

Having a great product is one thing. Creating an effective marketing strategy that gets you noticed and delivers results is the next step.

- 1 **Set Clear Goals:** Define measurable objectives for growth.
- 2 **Know Your Audience:** Build personas to understand your target.
- 3 **Differentiate from Competitors:** Analyze competitors to find unique strengths.
- 4 **Utilize the 4 Ps:** Focus on product, price, place, and promotion.
- 5 **Monitor and Refine:** Track performance and adjust as needed.

★ **31** ★  
MILLION

ENTREPRENEURS

There are approximately 31 million entrepreneurs in the U.S.

Compared to the working population, they account for 16% of the workforce.

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- Drive
- Gmail
- Sheets
- Slides

Leadership

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- Management
- Project Management

Technology

- A.I.
- Digital Literacy
- Software Applications

Career Development

- Career
- Higher Education
- Job Hunting

Microsoft

- Access
- Copilot
- Excel
- OneDrive
- Outlook
- PowerPoint
- Teams
- Windows
- Word

Wellness

- Mental Health
- Personal Growth
- Well-Being
- Work/Life Balance

Compliance & Safety

- Active Shooter
- Discrimination
- Harassment
- Safety
- Security

Diversity & Citizenship

- Bias
- Diversity
- U.S. Citizenship

Fewer Tools. Lower Costs. Smarter Training.

Includes	Free	Paid Plans		
		Starter	Custom Plans	
Num Active Users	1	5	10+	Compare To
Branded Cheat Sheets	Your Logo	Your Logo	Your Logo	None
Customizable Courses		300+	300+	LinkedIn Learning
Course Builder with AI				Articulate Rise
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