

# DIGITAL ENTREPRENEURSHIP WORKSHOP

## Developed By Pierre Clark, NuFutures Development Ventures LLC

### Hour 1: Start A Business

- Identify/Create A Product/Service That Adds Value, Solves A Customer Problem Or Pain Point
- Organize Your Business Tools: What You Need:
  - A Laptop Or Ipad
  - A Smartphone
  - A Website
  - An E-Mail Address
  - A Mailing List Of 100 People
  - A Product Or Service To Offer
  - A Price List
  - An Introductory Letter Or Promotional Flyer
  - Free Meeting Space: A Room At A Non-Profit, The Public :Library, A Desk Space In Your Home

### Hour 2: How To Legally Launch Your Business

- Create An LLC Online: \$250 Expedited (We Will Handle)
- Legal Business Name And Address
- Legal Address For Registered Agent
- Name Of Owner/Manager: You
- Names Of Any Other Members - Friends Or Family
- Obtain SS-4 Tax ID Number Online From IRS Needed To Open Bank Account
- State TaxID - Obtain Online
- Dun And Bradstreet Number - Obtain Online
- \$100 To Open Bank Account - US Bank, PNC Bank, Self-Help - Open Online Or At Branch - Need State ID, Driver's License, CityKey ID
- Website: Hosting And Domain Name, Set Up E-Mail Address (We Will Supply)

### Hour 3: Social Media And Marketing

- Set Up Social Media Accounts
- Set Up Google Workspace
- Google E-Mail, Google Voice # Linked To Your Personal And Business E-Mail
- Facebook, Linked In, TikTok, Instagram. Telegram, Clubhouse

## Hour 4: How To Get Your First Client(s)

- Finalize Your Product Or Service: Product/Service Description, Price Sheet, Business Contact Information Including Phone Number, Fax Number And E-Mail Address And Introductory Price Or Discount
- Organize E-Mail Contact List - At Least 100 Names: Obtain From Address Book, Your Personal Phone Book, Or Business Directory (Identify Potential Clients From Phone Book Or Other Directory)
- Send Introductory E-Mail, Electronic Flyer, Paper Mailed Flyer,
- As Business Volume Grows, You May Want To Hire VA As Salesperson Or Customer Fulfillment Person
- As Calls Come In, Follow Up With Return Call, Explain Service Or Product And Delivery Terms, Then Ask For The Sale, Sign Up Client - Get Sale Price Or Deposit - At Least  $\frac{1}{3}$ , Better  $\frac{1}{2}$
- Underpromise And Overdeliver, Do Your Best To Delivery Satisfactory Outcome And Solution To Client's Problem - Remember, Your Product Or Service Must Solve A Problem, Alleviate A Pain Point And/Or Provide A Tangible Benefit

## Hour 5: How To Build A Client List

Get Testimonials And Referrals From Satisfied Clients/Customers

Develop A Discount Or Free Product To Offer New Clients As An Introductory Benefit

Send Out Regular E-Blasts

## Hour 6: Cash Management

- Establish Multiple Bank Accounts
  - Gross Cash Flow
  - Operating Expenses
  - Taxes
  - Marketing And Promotion
  - Savings
- Also Open Up A Certificate Of Deposit In The Business Name

## Hour 7: Building Credit

- Get A Credit Card In Business Name - Start With Local Bank
- Work On Building Personal And Business Credit
- Check Credit Reports - Get Credit Reports From <http://www.freeannualcreditreport.com>
- Learn How To Correct Errors And Update On Reports (We Can Help With Credit Repair)

## Hour 8: Expanding The Business - Growing The Business

- Send regular communications to client list
- Ask for referrals - offer rewards for client referrals