PUR: 501.1 Business Start-Up and PUR:501.2 Nonprofit Start-Up

Syllabi

Purpose University Accelerated Boot Camp

Step 1 Finding Your Purpose (Estimated 1-2 Hours reading)

Required Readings:

Finding Your Purpose in 15 Minutes, (read entire book)

Inclusion the Art of Story-Listening (Chapter 9 Grounded Theory on the Process of Finding Purpose)

Coaching (30-60 Minutes)

Learning Objectives:

( ) Develop a Personal Purpose Proposition statement

i.e. John uses art education to help children ages 8-12 cope through self expression

( ) Develop an entity mission statement

i.e. Artworks utilizes art education to help middle school students express themselves

( ) Complete post-course survey (www.learpurpose.org)

Step 2 Your Vision (2-3 hours reading)

Required Readings:

Inclusion the Art of Story-Listening (entire book)

[focus on how co-authors are developing their self-narratives and using vulnerability to connect with the reader. Allow your website Mission Statement to set up your backstory which describes why this new venture connects with your self-narrative and is your purpose in life]

Coaching (30-60 minutes)

Learning Objectives

( ) Create a new or existing gmail account for your new entity

( ) Build your free website using a template and add your mission statement

( ) Add your backstory and self-narrative that will connect to readers

( ) Publish your 1 page website and do a little happy dance!

Step 3: Get Legal (1-2 hours reading)

Required Readings

PUR 501.1 (Business) Starting Your Business From the Unemployment Line

PUR 501.2 (Nonprofit) Fundraising for Nonprofits: What the Bible Says

Coaching (0-15 Minutes)

Learning Objectives

( ) Complete sf4 form online to obtain Employer Identification Number (EIN) at IRS.gov (sole proprietor or new nonprofit organization). For additional help call the IRS and file over the phone 1 800-829-4933

Step 4: Banking

Coaching (0-15 Minutes)

Learning objectives

1. ( ) Open a business bank account
2. ( ) Connect new bank account to e-commerce (i.e. square, stripe, paypal, eventbrite, youcanbook.me, createspace, lulu, etc.)

( ) Connect e-commerce weblink or embedded code to new website as a service offering or product

Step 5: Business Models

Coaching (30-minutes to 90 minutes)

Learning Objectives

( ) Complete 1-page business model

( ) Update price points, products and services to website

( ) Sell or donate a minimum of 3 services or products and list 3 recommendations/quotes/pictures on your website

( ) Create an accountability calendar to plan and track consistent work hours

( ) Complete Purpose University Final Participation Certificate Exam Survey

( ) Sign-up for the Purpose University Graduates closed networking group on linked-in

Ongoing Learning Objectives

( ) Update website and create marketing tools to push traffic i.e. blog

( ) Call, mass mail, email, or properly solicit to obtain least 100 direct asks through meetings or live calls to potential targets

( )Track these 100 direct asks, evaluate your win percentage and feedback from NOs, stay positive and don’t burn bridges if possible gain more insight from these 100 direct asks and go back to your business model and make edits from your new information

( ) Hire a Purpose University online-coach at least once per month to serve as an accountability partner to provide great advice, networks, and follow-up homework

( ) Sign up for discounted CPA tax services at www.learnpurpose.com