



The Entrepreneurs Professionals Business Development Curriculum will cycle for a period of 6-7 months, creating 2 “semesters” throughout the year. The bi-weekly curriculum will be broken down into 12-16 sessions depending upon the specific needs of the chapter as follows:

Session 1: This session will focus on enhancing the ability for a business owner or decision-maker to be able to successfully articulate to others in the group and effectively introduce and define their major selling points of their business.

Session 2: This session will focus on a) the critiquing of one another’s introductions and b) Listening to others to gain a more thorough understanding of what other members businesses have to offer.

Session 3: This is a break-out session where members will assemble into appropriate Business Circles as defined by the Buyer Dynamic Circle Model of Marketing. Members will then discuss amongst themselves how they might work together on/with a common client, or the possibility of how they might be able to co-market their products or services into the business or consumer communities. This session also provides a good forum to analyze what type of business positions are missing and should be recruited for additional membership in the group.

Session 4: This is a session where, based on the outcomes of Session 3 (members discussed how they could work together on/with a common client) members discuss the sales closing process and how they would promote the businesses of the Buyer Dynamic Circle to their prospects and clients.

Session 5: In this session, members will define their goals for the next quarter related to their client development, and share and discuss with others.

Session 6: In this session, members will meet in a place that has wi-fi capabilities and will break into groups. They will go on the Internet and look up the websites of competitors and investigate these sites to find out 2—3 things about their competitors that will help them to gain market share away from their competitors.

Session 7: In this session, members will create their overall marketing strategy and communications plan for their business. This will include their choice of marketing modalities (eg. Social Media, website, internet advertising, print advertising, etc.) as well as the creation of 3—5 strong talking points that will be used in their overall marketing communication efforts.

Session 8: In this session, members will meet in a place that has wi-fi capabilities and they will break into groups to discuss and critique their business websites and get constructive design input for improvement.

Session 9: In this session, members will meet in a place that has wi-fi capabilities with their laptops and they will work together to begin to construct their Facebook and LinkedIn pages as applicable using the Communication Points that were defined in Session 6.

Session 10: In this session, members will work in groups to learn how to effectively write and design ad copy for their marketing modalities using the Communication Points that were defined in Session 6.

Session 11: In this session, members will discuss the use of Press Releases and how to write one for their business.

Session 12: In this session the use of local Public Relations venues will also be discussed, such as the sponsorship of a local sports team, advertising at the local High School stadium or fun run.