CHICHESTEER SCHOOL OF BUSINESS & ENTREPRENEURSHIP

CSBE 101 — Student Workbook

Foundations of Entrepreneurship

Chichester School of Business & Entrepreneurship
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   CSBE-101-Week-8-Final-Presentat…

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WEEK 1 — PURPOSE, CALLING & THE ENTREPRENEURIAL JOURNEY

Assignment 1 — Purpose Reflection

- Describe your calling.
- Who are you drawn to help?
- What problem consistently frustrates you?

- What prepared you for this calling?

Prompt:
"I feel called to help _____ solve _____ because _____."

Assignment 2 — Purpose Statement

Use the formula:

"I am called to help _____ achieve _____ so they can _____."

Write 3 variations.

Assignment 3 — Calling Questions

Answer:

1. Who am I called to help?
2. What pain am I called to solve?
3. Why does this matter?
4. What prepared me for this?

Assignment 4 — Faith–Family–Finance Alignment

Reflect:

- What does God say about your calling?
- What family responsibilities shape your goals?
- What financial changes do you need to make?

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WEEK 2 — MINDSET & IDENTITY SHIFT

Assignment 1 — Employee vs. Entrepreneur Mindset

For each pair, write:

- Where you currently fall
- What you must shift this week

Assignment 2 — Limiting Beliefs Audit

List 5 limiting beliefs you've held.
Rewrite each into an **empowering identity statement**.

Assignment 3 — Abundance Activation

Write:

- What abundance means to you
- Which scarcity habits you will eliminate

Assignment 4 — Accountability Plan

Choose:

- Your accountability partner
- Weekly goals
- Your tracking method

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WEEK 3 — BUSINESS STRUCTURE & IDENTITY

Assignment 1 — Choose Your Legal Structure

Check one:

- ☐ Sole Proprietor
- ☐ LLC
- ☐ S-Corp
- ☐ C-Corp
  Explain why.

Assignment 2 — Your Brand Identity

Define:

- Brand promise
- Brand values
- Brand tone
- Brand differentiator

Assignment 3 — Your Business Story

Follow the prompt:

"I started this business because _____."

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WEEK 4 — OFFER CREATION

Assignment 1 — Problem/Solution Mapping

Write:

- What problem your customer faces
- How your offer solves it better than competitors

Assignment 2 — Signature Offer Components

Fill in:

- What is included
- Transformation delivered
- Timeline
- Bonuses
- Delivery style

Assignment 3 — Pricing Strategy

Select:

- Value-based price
- Cost-based price
- Competitor-aware price
  Which will you choose and why?

WEEK 5 — BUSINESS PLANNING

Assignment 1 — One-Page Business Plan

Complete:

- Purpose
- Audience
- Problem
- Offer
- Revenue model
- 30-day plan

Assignment 2 — Milestones Map

Break down the next 90 days into monthly goals.

Assignment 3 — Resources Checklist

List:

- Tools
- Software
- People
- Education
  Needed to execute the plan.

WEEK 6 — MARKETING & MESSAGING

Assignment 1 — Ideal Customer Profile

Include:

- Age
- Demographics
- Mindset
- Pains
- Dreams

Assignment 2 — Core Message Draft

Create:

- Elevator pitch
- Brand story
- Social intro line

Assignment 3 — Marketing Content Plan

Choose platforms:

- ☐ Instagram
- ☐ YouTube
- ☐ Facebook
- ☐ LinkedIn
- ☐ TikTok

Plan 7 posts.

WEEK 7 — SALES & REVENUE STRATEGY

Assignment 1 — Sales Script

Write:

- Hook
- Diagnosis questions
- Offer statement
- Close

Assignment 2 — Revenue Model Builder

Choose your revenue streams:

- ☐ 1:1 Services
- ☐ Group Coaching
- ☐ Courses
- ☐ Digital Products
- ☐ Subscriptions
- ☐ Contracts

Explain each.

Assignment 3 — Overcoming Objections

Identify top 5 objections & your responses.

WEEK 8 — FINAL PRESENTATIONS & GRADUATION

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(based on the slides from file: CSBE-101-Week-8-Final-Presentations-and-Graduation (1).pdf)

CSBE-101-Week-8-Final-Presentat…

Assignment 1 — Final Business Presentation Template

Follow the Week 8 presentation structure (page 6):

1. Business Name
2. Tagline
3. Purpose
4. Target Audience
5. Problem You Solve
6. Signature Offer
7. Pricing Strategy
8. Business Model
9. 30-Day Launch Plan

Assignment 2 — Presentation Rehearsal Script

Write out your full 3–4 minute script using the slide timing guidelines (page 7).

Assignment 3 — Graduation Reflection

Reflect on the question from page 5:

“What is one thing you're proud of accomplishing in these 8 weeks?”

Answer in 1 paragraph.

Assignment 4 — Transformation Summary

Using page 19, write how you have:

- Found your purpose
- Built your identity
- Chosen your legal structure
- Defined your audience
- Created your offer
- Built your business model
- Made your plan
- Presented your blueprint

Assignment 5 — Next Steps

Prepare:

- Enrollment decision for Level 2
- Your 30-day post-graduation plan
- Your launch date

WEEKLY QUIZZES

Each week includes:

- **10 multiple-choice questions**
- **Passing score: 80% minimum**
  Students must pass to unlock the next module.