CHICHESTEER SCHOOL OF BUSINESS & ENTREPRENEURSHIP

CSBE 201 – Intermediate Level Student Workbook

The Chichester School of Business & Entrepreneurship

Business Systems • Operations • Growth Strategy

WELCOME TO CSBE 201 – YOUR WORKBOOK

This workbook is your companion throughout the 8-week Intermediate Level. Every exercise, implementation step, and planning activity you complete brings your business closer to becoming a professional, system-driven enterprise.

Bring this workbook to every class.
Each section aligns with the weekly slides and workshops.

You must complete all assignments and achieve **80% or higher on each weekly quiz (10 questions)** to advance to CSBE 301.

WEEK 1 — Operational Excellence: Running Your Business Like a CEO

1. Your Current Operations Audit

Identify what's working, what's broken, and what's missing.

A. What tasks drain most of your time?

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B. What processes currently lack structure or consistency?

C. Where have you lost money due to disorganization or inefficiency?

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2. CEO Time Allocation Map

Evaluate how you currently split your weekly hours.

Category	Current Hours	Ideal Hours
Admin / Low-Level Tasks		
Operations		
Sales & Marketing		
Strategy / CEO Work		

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3. Identify Your Top 3 Inefficiencies

1.
2.
3.

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4. Weekly Operations Improvement Action Step

What one thing will you fix or simplify by next week?

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WEEK 2 — Marketing Systems & Brand Expansion

1. Ideal Customer Deep Dive

Based on the Week 2 slides:

Who are they?
What do they want?
What are they struggling with?
What are their buying triggers?

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2. Messaging Framework Worksheet

Complete your positioning statements:

A. Core Promise:

B. Value Proposition:

C. Emotional Drivers You Will Speak To:

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3. 30-Day Content Plan

From the slide's marketing section, plan your materials:

Write 10 content ideas for your audience:
1.
2.

…
10.

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4. Brand Consistency Audit

Rate each area 1–5 (1 = poor, 5 = excellent):

Area	Score	Notes
Visual Branding		
Messaging Consistency		
Online Presence		
Credibility / Social Proof		

WEEK 3 — Sales Systems & Conversion Frameworks

1. Define Your Sales Process

Map out each step your prospect goes through:

1. Lead Generated
2. Lead Nurtured
3. Sales Conversation or Funnel Step
4. Close
5. Onboarding

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2. Script Development



Using Week 3 training:

A. Opening Statement:

B. Discovery Questions (write at least 5):
1.
2.
3.
4.
5.

C. Closing Transition Statement:

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3. Objection Handling

List the top 5 objections you receive and write your rebuttals:

Objection	Rebuttal

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4. Sales KPI Tracking

Track your next 10 leads here:

Lead Source	Stage Reached	Outcome	Notes

WEEK 4 — Offer Development & Productization

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1. Offer Break-Down

Define the components of your offer:

- Core Offer
- Bonuses
- Deliverables
- Delivery Format
- Price
- Guarantee

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2. Offer Transformation Statement

What transformation does your offer create?

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3. Offer Validation Checklist

Rate each 1–5:

Criteria	Score
Solves a clear problem	
Has measurable transformation	
People will pay for it	
Easy to deliver	
High value	

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4. Build Your Offer Stack

List every element included and its perceived value.

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WEEK 5 — Financial Systems & Business Math

1. Revenue Goal Calculator

Enter your numbers:

- Monthly revenue goal:
- Average sale price:
- Number of sales needed:

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2. Expense Tracking

List your recurring and variable expenses.

Expense Cost Frequency

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3. CEO Budget Plan

Create your monthly budget based on Week 5 guidance.

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4. Pricing Model Worksheet

Calculate 3 price options for your offer:

- Base Price
- Mid-Tier
- Premium

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WEEK 6 — Systems, Automation & Tech

1. System Gap Audit

Which areas lack automation?

- Lead Gen
- Sales
- Calendar Booking
- Onboarding
- Delivery
- Payment

Write your gaps here:

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2. Tech Stack Builder

List your chosen tools for:

- Email Marketing
- CRM
- Landing Page
- Scheduling
- Payment Processing
- Automation

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3. Create Your First Automation

Describe the automation you're building (ex: follow-up sequence, onboarding workflow, etc.)

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WEEK 7 — Exceptional Client Experience

1. Client Journey Mapping

List each touchpoint:

1. First Impression
2. Purchase
3. Onboarding
4. Delivery
5. Offboarding
6. Re-Engagement Opportunity

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2. Communication Templates

Draft three client communications:

- Welcome Message
- Check-In Email
- Completion Message

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3. Client Retention Strategy

List 3 retention strategies:

1.
2.
3.

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WEEK 8 — Advanced Launch Systems & Final Project Prep

(Based on Week 8 slides you uploaded)

INTERMEDIATE-LEVEL-WEEK-8 (1)

1. Choose Your Launch Model

Select one:
☐ Soft Launch
☐ Live Launch
☐ Automated Launch
☐ Product Drop

Explain why:

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2. Pre-Launch Content Plan

Write your teaser campaign topics:

1.
2.
3.

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3. 7-Day Launch Week Schedule

List your daily actions:

Day	Emails	Social Posts	Live Sessions	CTA
Day 1				
…				
Day 7				

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4. Offer Stack Preparation

Define:

- Main Offer
- Bonuses
- Price Options
- Guarantee

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5. KPIs to Track

(Based on slide metrics)

List your targets for:

- Landing Page Conversion Rate
- Email Open Rate
- Click-Through Rate
- Close Rate
- Revenue Goal

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6. Final Project Directions

Your Final Project must include:

- A completed offer
- A launch model
- A 7-day launch plan
- A working sales system
- A marketing content plan
- Your KPI targets

WEEKLY QUIZ POLICY

Each week includes a **10-question multiple-choice quiz.**
You must score **80% or higher** to progress.

NOTES

(Blank note pages for students)