



Fuel Your Start-up Business Program 16-Week Meeting Schedule and Topics by Week

All course times below indicate Central Time. Please adjust your calendar according to your location.

- 1. Fuel Your Start-up Kick-off | Tuesday, February 20 2024 | 6:00 – 7:30 pm**
 - a. Introductions
 - b. Program Overview
 - c. Accountability Process, Worksheets, and Partner Assignments
 - d. Introduction to the Entrepreneurial Mindset
- 2. Value Proposition & Mission | Tuesday, February 27, 2024 | 6:00-7:30 pm**
 - a. Mission and Visions Statements
 - b. Target Audience
 - c. Competitor Analysis
- 3. Value Proposition & Mission | Tuesday, March 5, 2024 | 6:00-7:30 pm**
 - a. Reviewing Your Mission, Vision, Target, and Competition
 - b. Crafting Your Value Proposition
- 4. Branding | Tuesday, March 12, 2024 | 6:00-7:30 pm**
 - a. Key Branding Guidelines
 - b. Logos
 - c. Brand Kits
 - d. About Page
 - e. The Elevator Pitch
- 5. Website | Tuesday, March 19, 2024 | 6:00-7:30 pm**
 - a. Website Platform Overview
 - b. Best Practices
 - c. Content
- 6. Social Media | Tuesday, March 26, 2024 | 6:00-7:30 pm**
 - a. Conscious Business Practices and Conscious Content
 - b. Overview of Platforms
 - c. Content Scheduling
 - d. Video and Audio Content
- 7. Marketing & Advertising Part 1 | Tuesday, April 2, 2024 | 6:00-7:30 pm**
 - a. Google Business Profile and Reviews
 - b. Search Engine Optimization
 - c. Social Media Ads
 - d. Press Releases
 - e. Newsletters

- 8. Half-Day Member Retreat | April 13, 2024 | 9:00 am – 12: 30 pm**
 - a. Current Challenges
 - b. Mindset Check-in
 - c. Commitments and Accountability Check-in
 - d. Build the Strategy
- 9. Marketing & Advertising Part 2 | Tuesday, April 16, 2024 | 6:00-7:30 pm**
 - a. Podcasts and Blogs
 - b. Press Releases
 - c. Networking
 - d. Local & Community Outreach
 - e. Collaboration
 - f. Marketing Plan and Dashboard
- 10. Building the Team | Tuesday, April 23, 2024 | 6:00-7:30 pm**
 - a. Employees vs. Vendors
 - b. When and How to Hire
 - c. The Case for Diversity, Equity, & Inclusion
 - d. Managing the Team
- 11. Legal Considerations | Tuesday, April 30, 2024 | 6:00-7:30 pm**
 - a. Types of Business Organizations
 - b. Taxes & Bookkeeping Basics
 - c. Bank Accounts
- 12. Financial Analysis Part 1 | Tuesday, May 7, 2024 | 6:00-7:30 pm**
 - a. Understanding Financial Statements
 - b. Analyzing Financial Statements
- 13. Financial Analysis Part 2 | Tuesday, May 14, 2024 | 6:00-7:30 pm**
 - a. Analyzing Financial Statements Continued
 - b. Projecting Financial Statements
- 14. Processes & Systemization | Tuesday, May 21, 2024 | 6:00-7:30 pm**
 - a. Building an Efficient Process
 - b. Automation
 - c. Virtual Assistants
 - d. AI
- 15. The Membership Model | Tuesday, May 28, 2024 | 6:00-7:30 pm**
 - a. Benefits
 - b. Platforms
 - c. Brainstorm Membership Models for Your Business
- 16. Putting it All Together and Launching | Tuesday, June 4, 2024 | 6:00-7:30 pm**
 - a. Celebration
 - b. Free Resources
 - c. Pressing the Start Button
 - d. Ongoing Live Life Support