

Creative Liberation Lab by Limeadestand Works

2017-2018 Microenterprise Educational Program

Revised on Tuesday, October 17, 2017

Creative Liberation Lab, a service of Limeadestand Works, is pleased to announce the new and improved 2017-2018 season of its microenterprise educational program.

The new program will be a fully-online, 7-week course that covers fundamentals of starting and growing a micro business with a small start-up cost (\$25-\$250) and is geared toward those who may not have an access to credit or financing.

The Class Schedule

- Fall term: Start delayed until mid-November—write to creativeliberation@pacificwest.com for the latest.
- Winter term: Monday, Jan. 8-Feb. 19, 2018
- Early spring term: Monday, March 5-April 16, 2018
- Late spring term: Monday, April 30-June 11, 2018

Curriculum Overview

Objectives:

1. Students will gain an important insight and understanding of their own “sparks,” vocations, personal strengths, and talents, and gain an appreciation for their own existing personal power and dignity.
2. Students will learn fundamental concepts about entrepreneurship, branding, public relations, marketing, advertising, money management, product development, and customer relations.
3. Students will be able to turn their aspirations into a functional business enterprise, with a tangible plan to execute.

Week 1:

- Why do you want to become an entrepreneur?
- Discover your sparks!
- “Stories of your life”: Watch your habitual words and stories you tell yourself.

Week 2:

- Your personal narratives extreme makeover: How to rewrite your own story about yourself.
- Your inner genius and spirit of service: How can you become answers to people's prayers?
- Your USP: What makes you stand out from everyone else?

Week 3:

- Your business sentence: a business plan in one sentence.
- What types of businesses are best suited for micro entrepreneurs?
- The art of stone soup: how to build a business from zero and grow it sustainably.
- Money matters: how to build a self-financing business on a bakery model.
- Two types of spending, and fiscal self-discipline.

Week 4:

- Branding basics: words and visuals.
- What is brand communication and why is it important?
- Fundamentals of product development and pricing.

Week 5:

- Digital marketing, digital presence, and customer relations.
- Social media, content marketing, and search engine optimization.

Week 6:

- Customer service basics.
- How to cultivate repeat customers and word-of-mouth referrals to build your business faster.

Week 7: Final project and exam.

Pricing/Tuitions

To make this program affordable to everyone while making this program self-funding, we are implementing a tiered (sort of sliding-scale) tuition system.

Note: As our apology for the delayed fall term start, the learning plans for the Fall 2017 term are priced as follows: Limited Basic \$35; Basic \$65; Premium \$260; Professional \$525.

Choose a Learning Plan:	Limited Basic \$35/term	Basic \$70/term	Premium \$280/term	Professional \$560/term
Access to course materials and media	Yes	Yes	Yes	Yes
Web-based learning community forum (phpBB)	Yes	Yes	Yes	Yes
Online community support	Yes	Yes	Yes	Yes
Personal online-based support	Limited email only	Yes (email and online chat)	Yes (email and online chat)	Yes (email and online chat)
Certificate of completion	PDF download	PDF download	Calligraphed and hand-signed	Calligraphed and hand-signed
Post-course access to course materials and media	No	No	One month	Three months
Personal, one-on-one support and mentorship	No	No	3 hours total	6 hours total
Post-course support and mentorship by email or online chat	No	No	No	2 months

- Payments by most credit and debit cards are accepted through PayPal.
- Payments by bitcoin are accepted; however, add 20% to the current U.S. dollar exchange rate as a fluctuation surcharge.
- All payments must be received upon confirmed registration.

Creative Liberation Lab: <http://creativeliberation.space>

10/2017