

TOWER 15 PRODUCTIONS PRESENTS

AWAKEN THE MUSE



2022 ENTREPRENEURSHIP ACADEMY
WORKBOOK & ACTION GUIDE



WELCOME

Congratulations on being a member of the first Cohort of Tower 15 Productions' Entrepreneurship Academy, AWAKEN THE MUSE. Over the next 12 weeks, you will learn tools that you can implement immediately to set you up for success as an entrepreneur. We are thrilled that you are here, and excited to support you along this journey.

Take a look at the pages that follow to learn more about Tower 15 Productions' Founder, Cali Gilbert and the faculty that she has brought together to support you.

Each week, you will take part in a class that will support you on your journey. You will have homework to complete, and an opportunity to share your experiences with other participants. You will also be invited to join our [Private Facebook group](#) to share your progress, and to ask any questions you may have during our time together.

We welcome you, and we're cheering you on every step of the way.

Cali Gilbert
Founder, Tower 15 Productions



Classes will take place each week via Zoom and the link to register will be updated weekly on the website. Below is the full itinerary for our time together. Any updates will be made via the website.

ENTREPRENEURSHIP ACADEMY ITINERARY

SATURDAY, 1/29/2022

11:00 AM—12:00 PM PST via Zoom

Welcome & Introduction

INSTRUCTOR(S) Cali Gilbert



SATURDAY, 3/19/2022

11:00 AM—12:00 PM PST via Zoom

Small Business Branding 101

INSTRUCTOR(S) Cali Gilbert, Keasha Lee Ince

SATURDAY, 2/5/2022

11:00 AM—12:00 PM PST via Zoom

Building Your Foundation

INSTRUCTOR(S) Cali Gilbert, Theresa Cifali

SATURDAY, 3/26/2022

11:00 AM—12:00 PM PST via Zoom

Protecting Yourself, Small Business Insurance

INSTRUCTOR(S) Cali Gilbert, Mariska Lehman

SATURDAY, 2/12/2022

11:00 AM—12:00 PM PST via Zoom

Developing a Success Mindset

INSTRUCTOR(S) Cali Gilbert, TBA

SATURDAY, 4/2/2022

11:00 AM—12:00 PM PST via Zoom

Small Business Marketing 101

INSTRUCTOR(S) Cali Gilbert, Colleen Jordan

SATURDAY, 2/26/2022

11:00 AM—12:00 PM PST via Zoom

Legal 101 Small Business Formation

INSTRUCTOR(S) Cali Gilbert, TBA

SATURDAY, 4/9/2022

11:00 AM—12:00 PM PST via Zoom

Small Business Social Media 101

INSTRUCTOR(S) Cali Gilbert, Margaret Brown

SATURDAY, 3/5/2022

11:00 AM—12:00 PM PST via Zoom

Small Business Design - Virtual vs Brick & Mortar

INSTRUCTOR(S) Cali Gilbert, Tisha Janigian

SATURDAY, 4/23/2022

11:00 AM—12:00 PM PST via Zoom

Small Business Sales & Enrollment

INSTRUCTOR(S) Cali Gilbert, TBA

SATURDAY, 3/12/2022

11:00 AM—12:00 PM PST via Zoom

Small Business Banking & Finance

INSTRUCTOR(S) Cali Gilbert, Liz Kitchell, Dawn Parks

SATURDAY, 4/30/2022

11:00 AM—12:00 PM PST via Zoom

Staying on Course

INSTRUCTOR(S) Cali, Gail Keyes-Allen



MEET OUR INSTRUCTORS



CALI GILBERT



THERESA CIFALI



TISHA JANIGIAN



LIZ KITCHELL



DAWN PARKS



KEASHA LEE INCE



MARISKA LEHMAN



COLLEEN JORDAN

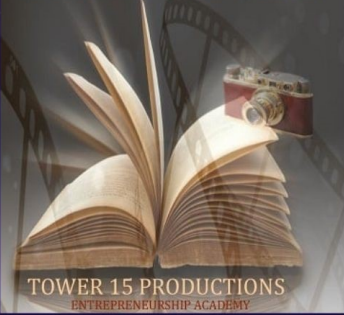


MARGARET BROWN



GAIL KEYES-ALLEN

AWAKEN THE MUSE



SATURDAY, JANUARY 29, 2022

WELCOME & INTRODUCTION

CALI GILBERT



Cali Gilbert is an international bestselling author, award winning filmmaker and transformational coach. As the creator of the *IT'S SIMPLY* book series, Cali has published several bestselling books of her own and now coaches other writers through the publishing process. As Founder & CEO of Tower 15 Productions, Cali is passionate about writing and directing social impact films and supporting other creatives through education and collaboration. Cali has a passion for supporting creative women in transition and shares her personal story of transformation as an inspirational speaker. Cali splits her time between Los Angeles and San Diego, California. To learn more, visit www.CaliGilbert.com

The following items will be covered in this class:

Introduction

Purpose of the Academy

Schedule

Itinerary

Reference Material

Ways to Share



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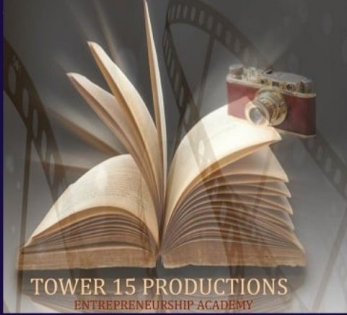




HOMEWORK



AWAKEN THE MUSE



SATURDAY, FEBRUARY 5, 2022

BUILDING YOUR FOUNDATION

CALI GILBERT & THERESA CIFALI



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I believe that success comes more from doing the right thing at the right time rather than from doing everything right.

Hey you! I'm **Theresa Cifali**, recovering workaholic and your Productivity Coach. I've built 4 successful businesses over the course of my 32 year entrepreneurial journey, but I didn't learn that lesson above until I was on my 3rd business and found myself working 16-hour days. I had mistakenly classified "being busy" as a key performance indicator of being a successful entrepreneur. I got to a place where I felt like a jumpy squirrel trying to dart across a busy highway 24-7! My own frenzied path led me to discover which actions were essential to the growth of my business. The rest I let go of or outsourced. Now, I have more time than ever, which enables me to be here to support YOU in your overall productiveness...whatever that may look like. We'll figure it out together. Oh...in case you're curious...I'm a life-long New Yorker, a wife and a mom to 2 grown daughters. Just a kid at heart, I love to make people laugh. I read mysteries for fun and if it's really good one, I have a hard time putting it down. I like chocolate, but I can resist the temptation...unless it's got nuts in it! Sometimes I get tongue-tied because my brain works faster than my mouth...you'll see that for yourself soon enough.



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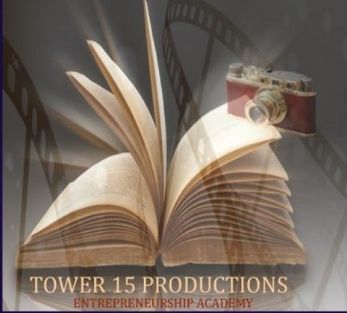




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AWAKEN THE MUSE



TOWER 15 PRODUCTIONS
ENTREPRENEURSHIP ACADEMY

SATURDAY, FEBRUARY 12, 2022

DEVELOPING A SUCCESS MINDSET

CALI GILBERT



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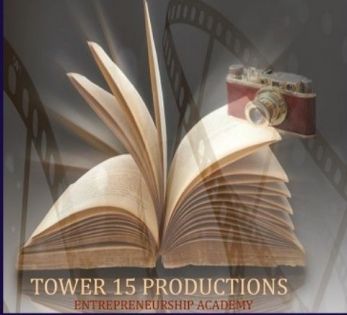




HOMEWORK



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SATURDAY, FEBRUARY 26, 2022

LEGAL 101: BUSINESS FORMATION

CALI GILBERT & GUEST



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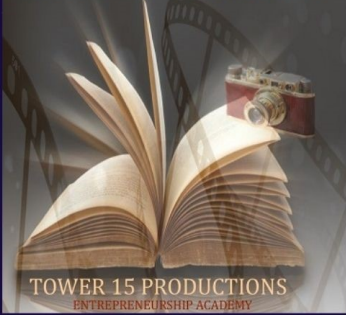




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AWAKEN THE MUSE



SATURDAY, MARCH 5, 2022

VIRTUAL VS BRICK & MORTAR

CALI GILBERT & TISHA JANIGIAN



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Tisha Janigian is a single mother of two teenage boys and founded the nonprofit SHE IS HOPE LA to educate and empower single mothers starting over in the workplace and provide affordable, transitional housing and childcare during their leap towards independence. Tisha is also the Broker of SHE IS HOPE Realty where a percentage of every transaction goes back to the nonprofit. She is the Women's Council of Realtors 2022 President Elect and the Chair of the Southland Regional Association of Realtors 2022 Equal Opportunity, Housing & Diversity Committee. Tisha's drive comes from her passion to give back and desire to prevent anyone else from dealing with difficulties she experienced.

To learn more, visit www.ShelsHopeLA.org



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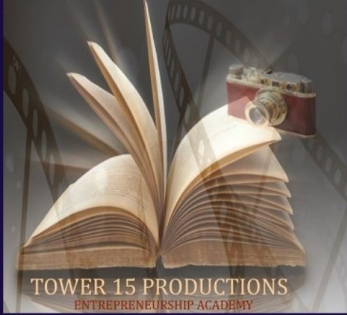




HOMEWORK



AWAKEN THE MUSE



SATURDAY, MARCH 12, 2022

SMALL BUSINESS BANKING & FINANCE

CALI GILBERT, LIZ KITCHELL & DAWN PARKS



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Liz Kitchell has worked in the financial industry over 25 years, as an advisor, top-rated trainer and coach of financial professionals. On her journey, she realized that while the financial products were solid, companies did not want to train professionals on how to manage emotions that arise during selling. She saw that many women would not have access to these tools because they wouldn't be able to overcome the emotional triggers and created a consulting firm to uncover the emotions and stories behind the money.



Dawn Parks is a change management and leadership development professional for more than 30 years with a focus on creating radical strategies to impact problems in oil and gas, forestry, and cutting-edge science including biotechnology. Many years ago, while professionally successful, she wound up filing for bankruptcy due to lack of financial knowledge. She was sure there were other women that had similar experiences, so she set out to understand why this happened and created a coaching practice around it.

Liz and Dawn joined forces to create SheMoolah to work with women on how to have it all, including financial stability. They work with financial professionals—advisors, CPA's, attorneys—that want to work with women but struggle to keep them engaged AND they work with women to help them understand what holds them back from taking the financial steps necessary to have their dreams come true.



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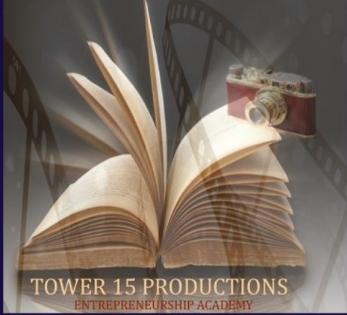




HOMEWORK



AWAKEN THE MUSE



SATURDAY, MARCH 19, 2022

SMALL BUSINESS BRANDING 101

CALI GILBERT & KEASHA LEE INCE



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Keasha Lee Ince [EN-JEH] is a Personal Branding Coach, Messaging Mentor, Copywriter and Founder & CEO of Striking Statements, LLC. The mission of Striking Statements is to help ambitious and socially conscious entrepreneurs and coaches get NOTICED, REMEMBERED & PAID through brand messaging and presence that's distinctive and magnetic. Keasha believes the best way to make a Striking Statement is to know, trust and embody your authentic self-expression. For 15+ years she has used a relatable, high energy, and intuitive approach to personal branding coaching, copywriting and mentorship. Through her business, she has helped hundreds of brilliant entrepreneurs from around the globe craft messaging that clearly conveys what they stand for, who they help, and why it matters. In 2021, Keasha was selected by IFundWomen for the Women of Color and Caress Dreams to Reality Fund. She was also recognized

in the 2021 "Top 40 Under 40 Emerging Leaders" by the Carlsbad Chamber of Commerce. Keasha is a Board Member of the non-profit APAC ATI, which provides automotive technical training, mentorship and second chance job opportunities to veterans, former inmates, and those recovering from drug addiction.

To learn more about Keasha and her company Striking Statements, visit: www.strikingstatements.com



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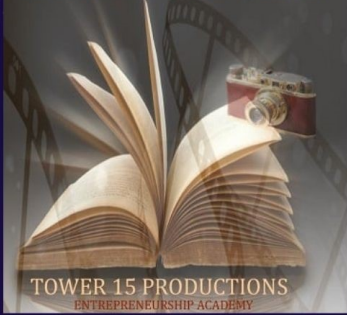




HOMEWORK



AWAKEN THE MUSE



SATURDAY, MARCH 26, 2022

SMALL BUSINESS INSURANCE

CALI GILBERT & MARISKA LEHMAN



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Mariska Lehman is a Commercial Insurance Broker at Coastal Oak Insurance Services. As a child of a strong, female entrepreneur, Mariska's mother set an amazing example for her and her younger brother, Steve, and continues to serve as her inspiration for helping women business owners achieve success.

Mariska holds a bachelor's degree in International Law with a minor in Entrepreneurship from University College Utrecht as well as a master's degree in International Business Law and Globalization from Utrecht University. Mariska's previous roles include legal research assistant for a microfinance institution, legal book editor for the Hague Institute of Internationalized Law, and Managing Director of Access Answering Service. In her current role, Mariska combines her legal, business, and people skills with her passion for helping business owners turn their dreams into reality by creating effective risk management and insurance strategies for her clients. Currently, Mariska lives in the San Francisco Bay Area with her husband, Gregg, and Pablo the cat. She also has two fantastic step kids, Madeline (21) and Luke (17). When she is not helping others with their insurance needs, Mariska loves travelling, food, and wine. She is also an avid sports fan and enjoys teaching fitness classes twice a week.



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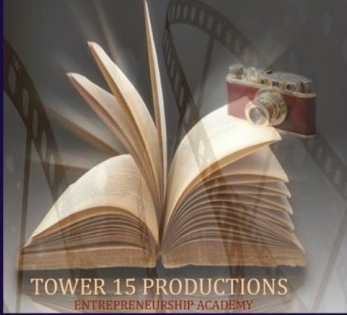




HOMEWORK



AWAKEN THE MUSE



SATURDAY, APRIL 2, 2022

SMALL BUSINESS MARKETING 101

CALI GILBERT & COLLEEN JORDAN



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Colleen Jordan is a seasoned marketing and communications leader with over 25 years of experience. She's enjoyed a lustrous career as a professional strategic marketer & outreach specialist devoted to assessing, planning and implementing initiatives for large, small and evolving organizations. With a deep affection for business operations, brand marketing, and a 'customercentric' mindset, she solves problems by streamlining business processes which lead to organizational effectiveness and maximum efficiency.



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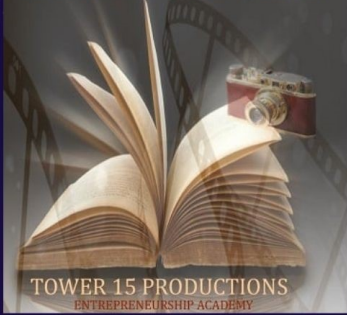




HOMEWORK



AWAKEN THE MUSE



SATURDAY, APRIL 9, 2022

SMALL BUSINESS SOCIAL MEDIA 101

CALI GILBERT & MARGARET BROWN



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Margaret Hernandez Brown is the founder and chief digital strategist of SocializeLA.com, a modern marketing and training agency, where the team fulfills various marketing roles for small-mid sized businesses. Margaret helps companies with their business development by improving their VISIBILITY, CREDIBILITY, and LIKEABILITY. By maximizing their social media and developing profitable modern marketing systems. She is so passionate about the social business that she created: The #FlexYourInfluence Community and Digital Marketing Planner, a comprehensive guide to achieving a profitable online presence. Today, SocializeLA.com has experienced explosive growth while helping clients achieve success globally. She travels around the

country and offers comprehensive training and guidance. Margaret and her team prove that "There's Value in Getting Noticed." - Connect with Margaret on Instagram and Twitter @MargMarieB



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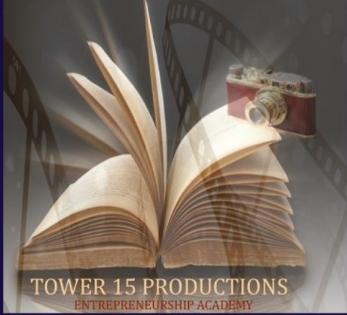




HOMEWORK



AWAKEN THE MUSE



SATURDAY, APRIL 23, 2022

SMALL BUSINESS SALES & ENROLLMENT

CALI GILBERT & GUEST



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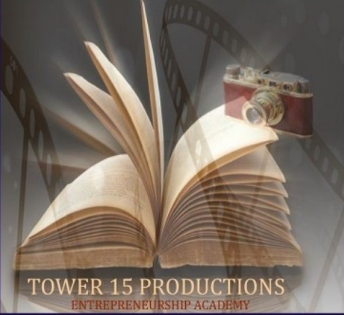




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AWAKEN THE MUSE



SATURDAY, APRIL 30, 2022

STAYING ON COURSE

CALI GILBERT & GAIL KEYES-ALLEN



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Gail Keyes-Allen is known as the *Fairy Godmother of Life Coaching*. She helps women in corporate, coaches and creatives leave their limited beliefs behind, leverage their life experience, and level up their mindset + bank account.



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HOMEWORK



KEEP TRACK OF YOUR PROGRESS

WEEK	WATCHED CLASS	TOOK NOTES	COMPLETED HOMEWORK	POSTED IN THE FACEBOOK GROUP
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