

TOWER 15 PRODUCTIONS PRESENTS

AWAKEN THE MUSE



2022 ENTREPRENEURSHIP ACADEMY

COHORT 1—FINAL EXAM



CONGRATULATIONS!

You've completed the 12-week curriculum as the first Cohort of Tower 15 Productions' Entrepreneurship Academy, *AWAKEN THE MUSE*. Over our 12 weeks together, you learned from Cali and several heart-centered creative female entrepreneurs. We presented you with tools that you can implement immediately to set you up for success as a business owner. We are excited to support you as you continue along this journey.

In order to officially complete the program and receive your **CERTIFICATE OF COMPLETION**, you must take the Final Exam. All the material you need is on the Academy's website under the [RECORDINGS](#) and [RESOURCES](#) tabs.

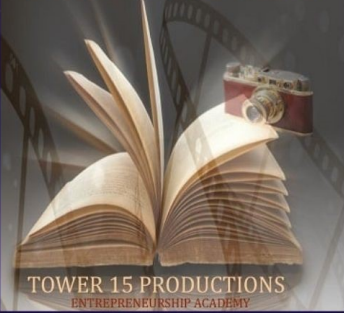
You have until **5:00 pm on Tuesday, May 31st** to complete the exam and send your material to Cali Gilbert for review. Once it has been graded, you will receive your Certificate.

Thank you for taking this time to put yourself first and go after your dreams. I feel so honored to support you on this journey and can't wait to see what you create moving forward.

Cheering you on every step of the way.

Cali Gilbert
Founder, Tower 15 Productions

AWAKEN THE MUSE



SATURDAY, JANUARY 29, 2022

WELCOME & INTRODUCTION

CALI GILBERT



In our first class, Cali Gilbert welcomed you and shared the overview of the Academy and what to expect over our time together.

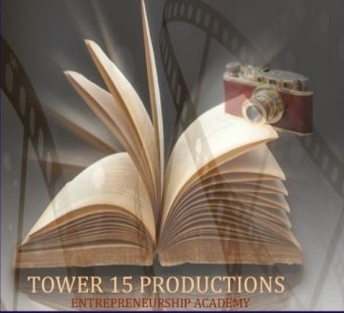
ASSIGNMENT:

1. Re-watch the first class.
2. Write down what your goal was for our time together and how much progress you have made on this goal to date?

3. Did you join the Private Facebook Group, and were you active in participating each week?



AWAKEN THE MUSE



SATURDAY, FEBRUARY 5, 2022

BUILDING YOUR FOUNDATION

CALI GILBERT & THERESA CIFALI



In Class 2, Cali and Theresa Cifali discussed creating a strong foundation and provided several modalities for doing so.

ASSIGNMENT:

1. Do you have a Daily Planner or did you purchase Cali's Daily Planner & Action Guide? How did using a daily planner to track your work and progress support your journey throughout this program?



2. Did you take advantage of downloading any of the meditations that were presented, or did you find a different meditation that you prefer? How did adding a meditation practice to your daily life contribute to the success of your journey throughout this program?

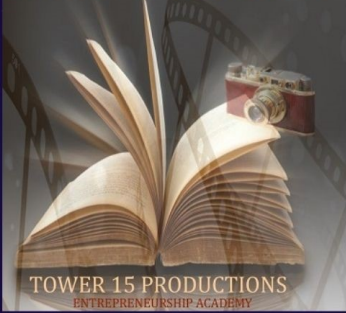


Class 3 Assignment Cont.

Cali also shared examples of what you can use to create some structure in your life around your daily projects and your goals and dreams. She mentioned the white board, or bulletin board, etc.

6. Which option did you choose and how has it supported you in organizing your projects?

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SATURDAY, FEBRUARY 26, 2022

LEGAL 101: BUSINESS FORMATION

CALI GILBERT & GUEST



In Class 4, Cali presented several resources for setting up your business and shared the differences between a Sole Entrepreneur, LLC, or Non Profit Organization. (See list on Resources page)

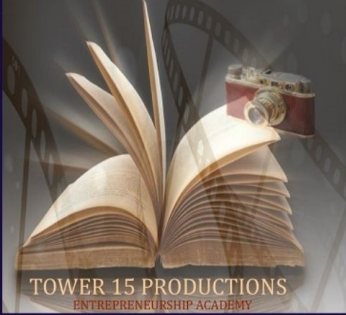
ASSIGNMENT:

1. After looking over these sites and determining which best suits your goals and dreams, and needs for your business, which one did you select and how was the process?

2. Where could you still use support in this area of setting up your business?



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SATURDAY, MARCH 5, 2022

VIRTUAL VS BRICK & MORTAR

CALI GILBERT & TISHA JANIGIAN



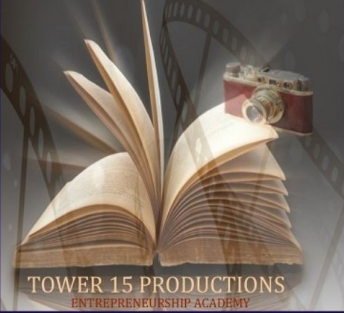
In Class 5 Cali and Tisha Janigian discussed the differences between a VIRTUAL business and a BRICK & MORTAR, and the pros and cons of each. You were also presented with a downloadable BUSINESS PLAN.



ASSIGNMENT:

1. Did you download the Business Plan and complete it?
2. If so, please send your completed Business Plan as an attachment when you submit your Final Exam.

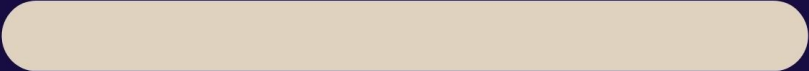
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SATURDAY, MARCH 12, 2022

SMALL BUSINESS BANKING & FINANCE

CALI GILBERT, LIZ KITCHELL & DAWN PARKS



In Class 6, Cali Gilbert and Liz Kitchell presented on Small Business Banking and Finance, and presented some great tips on how to keep your \$\$\$ in order.

ASSIGNMENT:

1. Did you look over your own personal finances and business finances to make sure they are separate?



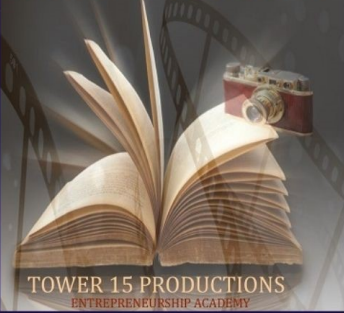
2. If not, did you look into opening up a business checking and savings account at your local bank or credit union?

3. Did you look over how you manage your business revenue and expenses?

4. Do you have a system that works, or can you create one based on what you learned in this class?



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SATURDAY, MARCH 19, 2022

SMALL BUSINESS BRANDING 101

CALI GILBERT & KEASHA LEE INCE



In Class 7, Cali Gilbert and Keasha Lee Ince [EN-JEH] spoke about the importance of branding for small business, and shared the 3 P's of a Powerful Personal Brand.

ASSIGNMENT:

1. How does your personal brand best represent YOU?



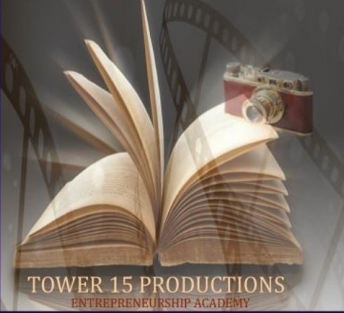
2. What are you currently showing the world, and what would you like to portray?



Class 7 Assignment Cont.

3. How is your brand aligned with your vision and mission for supporting your clients? Is it aligned?

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SATURDAY, MARCH 26, 2022

SMALL BUSINESS INSURANCE

CALI GILBERT & MARISKA LEHMAN



In Class 8, Cali Gilbert and Mariska Lehman discussed Small Business Insurance and presented the options available to support you and your business.



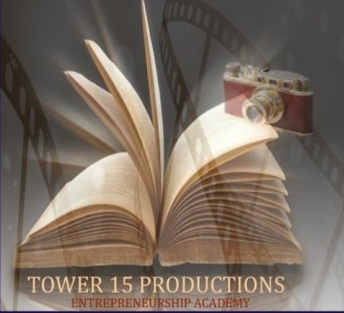
ASSIGNMENT:

1. Do you currently have business insurance?

2. If not, did you reach out to Mariska or your local insurance specialists to find support in setting up a plan that works best for you and your business?



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ENTREPRENEURSHIP ACADEMY

SATURDAY, APRIL 2, 2022

SMALL BUSINESS MARKETING 101

CALI GILBERT & COLLEEN JORDAN



In Class 9, Cali Gilbert and Colleen Jordan presented on Small Business Marketing and the resources available to get you off on the right foot.

ASSIGNMENT:

1. Do you have a website?

2. If so, what is the URL?

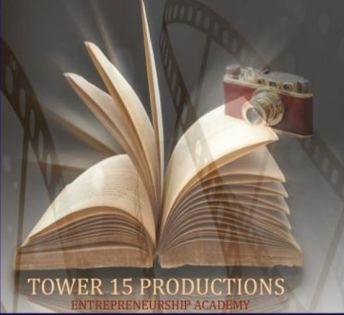


3. Did you look over the list from the PDF in the Resources Section to see if you've included the basic items you need to be optimize your website?

4. If you don't have a website, did you research some of the DIY platforms we included in the Resource Section to set one up?



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SATURDAY, APRIL 9, 2022

SMALL BUSINESS SOCIAL MEDIA 101

CALI GILBERT & MARGARET BROWN



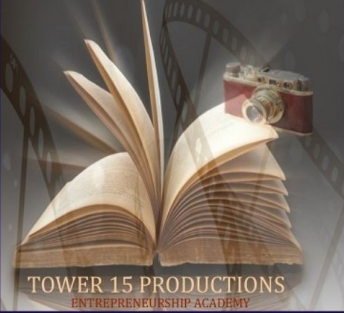
In Class 10, Cali Gilbert and Margaret Hernandez Brown spoke about the importance of Social Media for your small business.



ASSIGNMENT:

1. Download the Flex Your Influence worksheet which can be found on the Resources page on the Academy website.
2. List your business goals, process, and calls to action.
3. Send completed worksheet to Cali with the rest of the items requested.

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SATURDAY, APRIL 23, 2022

SMALL BUSINESS SALES & ENROLLMENT

CALI GILBERT & GUEST



For Class 11, Cali Gilbert and Hilary DeCesare shared valuable information on Small Business Sales and Enrollment, and some great exercises for connecting with your ideal client.

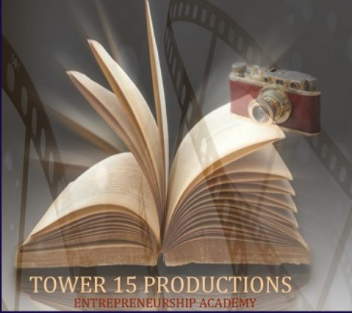


ASSIGNMENT:

1. Download the IDEAL CLIENT exercise and complete.
2. Email completed exercise to Cali along with other requested material.
3. After completing the exercise, how do you now feel about connecting with your ideal client?



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SATURDAY, APRIL 30, 2022

STAYING ON COURSE

CALI GILBERT



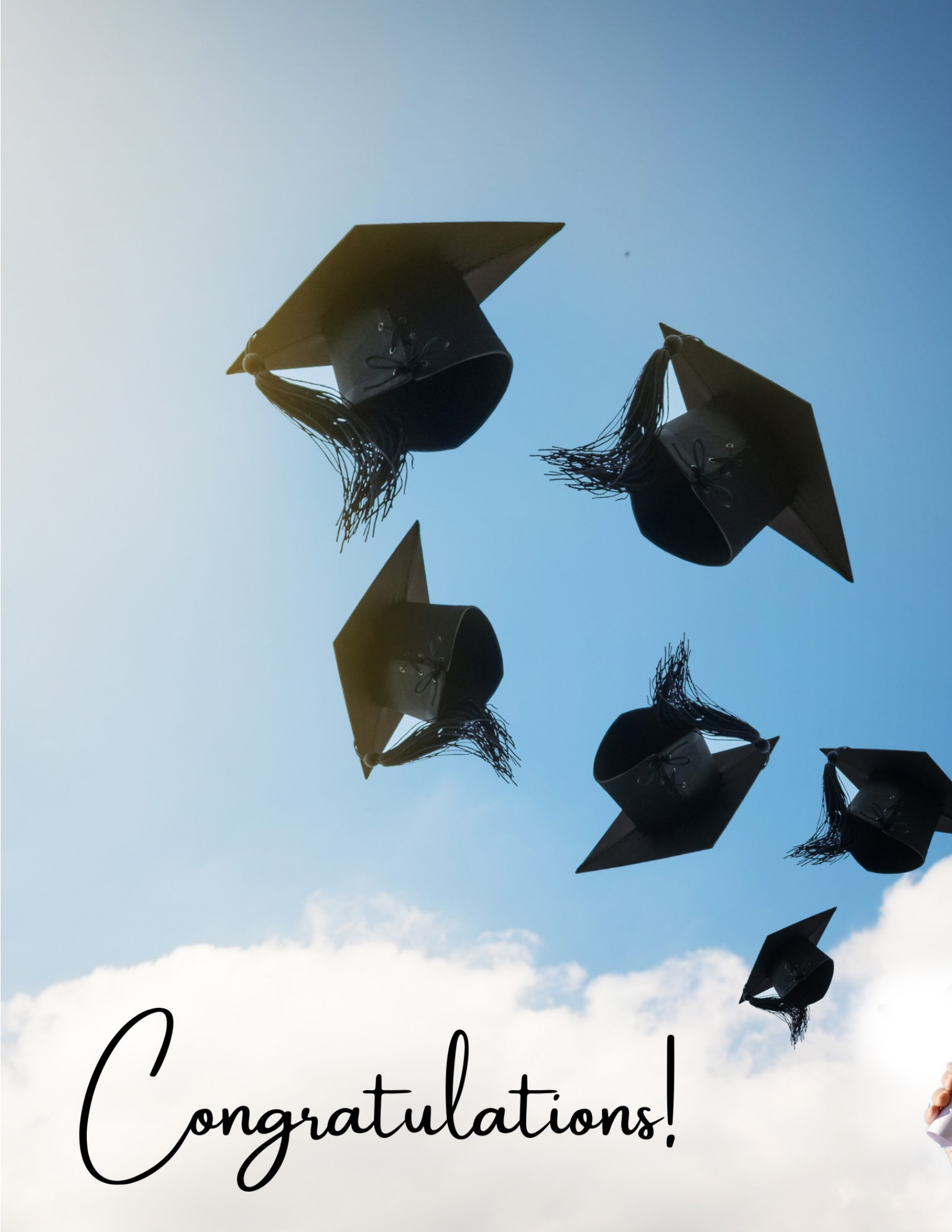
In our final class, Class 12, Cali Gilbert goes over the last 12 weeks and the material we covered. She shares directions for the Final Exam and how we can stay together moving forward via the [Private Facebook Group](#).

ASSIGNMENT:

1. Think back to the last 12 weeks and everything that you have learned. What do you feel is your biggest takeaway from the Academy?

2. As you look forward with the knowledge you now have, how do you view your vision of the business you are creating and those you want to serve?





Congratulations!