



Phase 1: Survive
May 2017 – January 2018
For the New Business Entrepreneur

Application Deadline: May 20, 2017

Offers dedicated, focused time to plan and grow your business; up close and personal time for you to develop the best mindset for you; an opportunity to learn from seasoned business owners who have “been there, done that”; and accountability exercises to make sure you’re getting it done

Wednesdays, 8:30am – 12:30pm (except December)*

- **May 24:** Program Kick-Off & Productivity – Getting to Know Each Other, Goal Setting, Work Style, Time Management
- **June 28:** Branding – Your Why, Mission, Vision & Values
- **July 26:** Finance & Funding – Know your Numbers
- **August 23:** Product Development – Research, Content, Menu of Services
- **September 27:** Marketing – Where’s Your Next Customer Coming From?
- **October 25:** Sales – Closing the Deal, Onboarding and Serving
- **November 22:** Legal, Ethics – Contracts, Negotiations
- **December 20:** Human Resources/Capacity – When and How to Delegate
- **January TBD:** Closing Celebration and A Look Ahead

“The Survive program gave me the tools to bring my business to life. I entered the program confused and unsure of how to start and run a business.

I left the program an empowered, successful business owner with a plan and the confidence to make my dreams a reality. If you want to be a business owner someday, join this cohort of strong, supportive women. You won't regret it!”

-Demetria Miles, Decide Diversity, Survive Class of 2016

More Info/To Apply: Robin Miller, robin@nestcommunitymarketing.com or 502-445-4585

\$750 investment, also includes a one-year NAWBO membership (valued at \$300)

Pay in full: \$750

Or payments: 3 installments of \$250, or 9 monthly installments of \$85

*Sessions typically held in Louisville, but locations may be adjusted to accommodate the geographic composition of the participants.