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**LINKS IN THIS DOCUMENT:**

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\* If prompted for a password, use the password that was emailed to you.

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## **WORKBOOK FOR ENTREPRENEURSHIP SEMESTER #3 & CLASS #2 (ALSO CALLED E-3-2\*\*)**

**3 TOPICS COVERED IN THIS LESSON:** (Brief Recaps in Brackets. Click the text to jump to the page in this workbook where we cover the Topics).

- 1** [E-3-2-1: YOUR CUSTOMER & MARKET, AS WELL AS YOUR COMPETITION](#) (We discuss and analyze how to document/strategize the characteristics of your ideal customer, market analysis and your competition.)
- 2** [E-3-2-2: YOUR GO-TO-MARKET STRATEGY](#) (An analysis and discussion on how to think about how to sell your product and/or service.)
- 3** [E-3-2-3: SALES & MARKETING](#) (We discuss your sales and marketing strategies, including direct sales, indirect sales, online and offline strategies.)

Please have this workbook open during the E-3-2\*\* lecture and fill in the blanks or answer the questions in this workbook when Chris asks you to do so during the live lesson (or during the replay of the live lesson). The homework for all lessons is always listed on the last page.

If you are watching a live version of this lesson, please let Chris explain the concepts and then we will have many opportunities for live Q&A when he mentions: “*Does Anyone Have Any Questions?*” You can also ask Chris questions about the concepts taught in this class during his weekly *For MBA Degree Program Students Only Weekly Q&A Webcast*, which is available at the following [link](#) using the password that was emailed to you.

Please note that after the class is finished, Chris will direct you where to go online in order to take a quiz based on the concepts taught in E-3-2. If you can't watch this class live, then Chris' team will have an edited replay of the lesson online within one day after this class has ended.

### TOPIC 1 OF 3: E-3-2-1: Your Customer & Market, As Well As Your Competition

Optional: Type your notes for Topic #1 in this box:

Optional: How can you apply what you have learned about Topic #1 today to enhance your career (or to make you happier and more successful in general)?

**Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #1.** If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #1. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #1, please look at the first page of this document to see what he will discuss in Topic #2 and Topic #3 (in case your question will be addressed during Topic #2 and Topic #3). Thanks:

## TOPIC 2 OF 3: E-3-2-2: Your Go-To-Market Strategy

Optional: Type your notes for Topic #2 in this box:

Optional: How can you apply what you have learned about Topic #2 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #2. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #2. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #2, please look at the first page of this document to see what he will discuss in Topic #3 (in case your question will be addressed during Topic #3). Thanks:

**TOPIC 3 OF 3: E-3-2-3: Sales & Marketing**

**Optional: Type your notes for Topic #3 in this box:**

**Optional: How can you apply what you have learned about Topic #3 today to enhance your career (or to make you happier and more successful in general)?**

**Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #3.** If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #3. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you).

## **HOMEWORK**

After this lecture, please complete any exercise(s) in this workbook that you have not yet completed (if applicable) and the quiz associated with this lecture. The quiz is always in the last lecture for each class.

Also, please make sure to complete the portions of the business plan that you did not complete during class. Thanks