

Writing Your First Business Plan (Derrick Brown)

ASSIGNMENT (WEEK 3) (Due 9 PM Friday, September 27, 2002)

PLEASE REMEMBER ...

Assignment-related email should contain "[WYFBP (your name)]" in subject line	Keep an electronic copy of your work!
---	---------------------------------------

1. CONCEPT MAPS. **Concept maps** are lists of words and phrases associated with a particular topic. They provide a very structured way to spur creative processes (like the design of logos, brochures, business cards, commercials, etc.) without racking your brain.

I want you to construct two concept maps:

- Make a list of all the words (and phrases) that come to your mind when you think about your product/service.
 - Make a list of all the words (and phrases) that you want to enter your customer's mind when they see or hear about your product/service.
2. QUESTIONS. Questions are an effective way to determine how to reach your customers. Make a list of no more than 10 questions you would like to ask your customers.
 3. BUSINESS CARD. Design the back of your business card. Sure, the front of your card presents your company name, contact info, etc., but the back of the card can be used to teach folks about what your company does.

For example, my business card back reads ...

KnowledgeBase's mission is to educate and empower people using media like the Internet as tools to enhance their reading, writing, math, entrepreneurial, leadership, and critical thinking skills.

The Summer Academy enhances participants' reading, writing, math, leadership, entrepreneurship, and critical thinking skills. These ends are accomplished through interactive problem solving, skill enhancing classes, applicable technology demonstrations, and concept reinforcing games.

Project CHIP refurbishes and distributes quality, low-cost computers to mission-driven organizations and families.

Writing Your First Business Plan is an interactive seminar (soon to be published as a book) that uses the Bible to teach aspiring entrepreneurs an inside-out approach that allows them to transform their vision into mission-driven actions.

4. CLASSIFIED AD. Design a 20-word classified ad for your product/service. Make sure it includes a way for your customer to contact you (yes, this contact information counts against the 20-word limit).

Project CHIP refurbishes and distributes quality, low-cost computers to organizations and families. Apply for yours at <http://www.ubp.com/KB/CHIP>.

KnowledgeBase, Inc. (<http://www.ubp.com/KB>)
880 South Cobb Drive, Suite 2114, Marietta, GA 30060
Phone: 770.794.1562 FAX: 425.732.8083 Email: derrick.s.brown@att.net