The Edupreneur's Checklists for Success









About the Author

Dr. Erica Jewel Littleton is a visionary educator with an exceptional academic journey rooted in a passion for learning. Holding dual degrees from the esteemed Samford University—a bachelor's degree in Early Childhood, Elementary, and Special Education, and a master's degree in Educational Leadership—Dr. Littleton's dedication to academic excellence is evident.

A distinguished National Board Certified Teacher, she furthered her pursuit of knowledge, culminating in a Ph.D. from the University of Alabama in Birmingham. With a career spanning nearly two decades, Dr. Littleton has assumed diverse roles, including invaluable service as a proficient school administrator across Pre-K through 8th grade institutions.

Dr. Littleton's impactful influence extends beyond the classroom, as she has also excelled as a Turnaround Specialist, orchestrating the prudent allocation of a \$1.5 million school improvement grant. Notably, her contributions reached even greater heights as the Director of Educational Advancement for the City of Birmingham, where her insights played a pivotal role in Mayor Randall Woodfin's office.

In 2013, Dr. Littleton embarked on her entrepreneurial journey by founding Learning Little People, an enterprise that encapsulates her commitment to transformative education. Building on this foundation, she recently established two innovative ventures: Dr. Erica Jewel, LLC and The Edupreneurship Academy. Through this diversified portfolio, Dr. Littleton serves as an inspirational beacon for educators, administrators, and those aspiring to leverage their expertise as successful business proprietors. Her journey exemplifies the convergence of education, leadership, and entrepreneurship, creating a lasting impact on both academic and business realms.



Checklists

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Starting a Business Checklist





Starting a Business Checklist

determine a problem to solve

brainstorm business names

determine a business structure

reserve business name in state

register business in state/county/city

apply for an EIN from IRS

set up a business bank account

determine mission, vision, & values (MVVs)

decide which colors & icons support your MVVs

create a logo with preferred fonts and colors

determine product/service pricing

create a website using logo colors & fonts

set up online payment process

create an email address

create email signature with logo

To-do list

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Getting Organized Checklist

add email signature to composed emails

keep file of receipts, bills, invoices, etc.

create color-coded categories on calendar

create filters in email

determine time-management strategies

record all ideas in an "Idea Book" or Notes

prioritize items by level of importance and urgency

Showing Up Publicly Checklist





Showing Up Publicly Checklist

unveil new business to the public

align social media handles (if possible)

attend social events

make appealing background for video conferences

use proper camera angles and lighting for videos

take professional headshot photos

send personalized invitations to specific individuals

submit conference proposals (paid & non-paid)

design business card with logo & colors

purchase logo'd gear to wear

create engaging presentations

become a member of non-profit boards

apply for grants when available

Remaining Inspired Checklist





Remaining Inspired Checklist

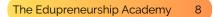
observe other businesses' systems and processes

inquire and ask questions often

adapt ideas from others to fit your business

recreate others' content with your own information

improve something you're already doing



Reflecting on Effectiveness Checklist





Reflecting on Effectiveness Checklist

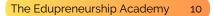
ask others for their opinions

reflect & pivot

administer evaluation forms with customers

schedule reflection time on your calendar

read books inside and outside of your sphere





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