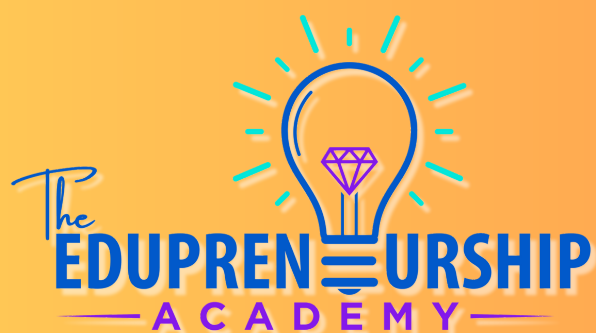
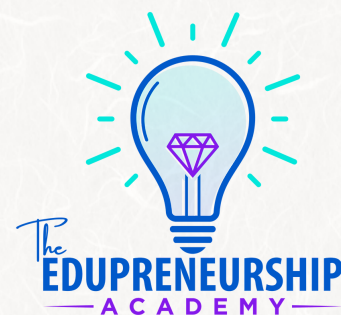


The Edupreneur's Checklists for Success





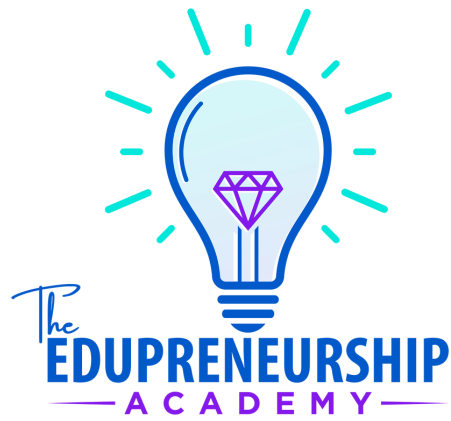
About the Author

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.

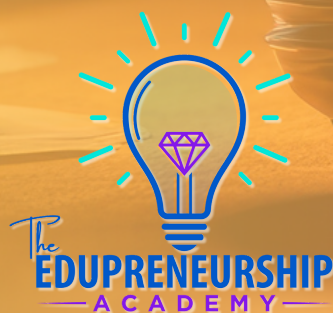


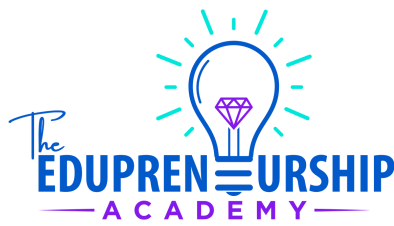
Checklists

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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

Getting Organized Checklist



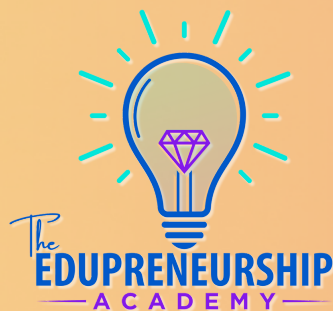
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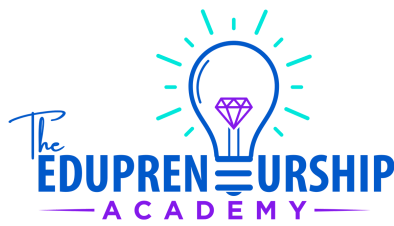


Getting Organized Checklist

- 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





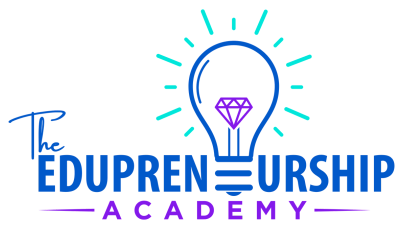
Showing Up Publicly Checklist

- 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



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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
- _____
- _____
- _____

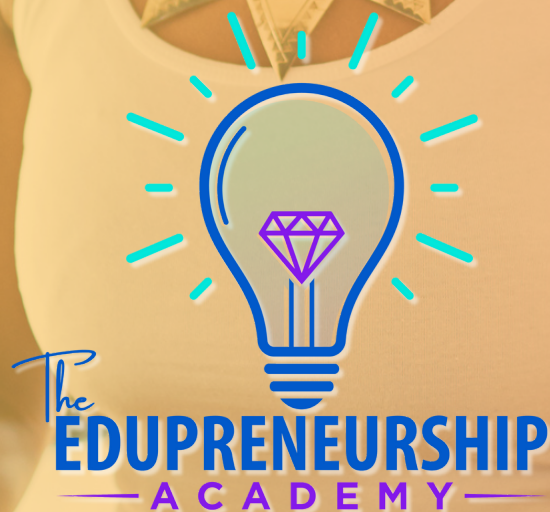
Reflecting on Effectiveness Checklist





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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