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Module 4: Entrepreneurship 101 - Complete Lesson Plans

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Module 4: Entrepreneurship 101

Lesson Plans & Reading Materials

Total Module Time: 107-138 minutes of video content + readings

Module Overview:

This module demystifies entrepreneurship and provides practical frameworks for identifying problems, ideating solutions, testing ideas, pricing work, and launching. Participants learn that entrepreneurship is not reserved for people with MBAs or trust funds—it's a set of learnable skills that cycle-breakers already possess. The goal is to shift from "I could never be an entrepreneur" to "I'm already building."

Research Foundation:

This module draws on effectuation theory (Sarasvathy, 2001), lean startup methodology (Ries, 2011), self-determination theory (Deci & Ryan, 2017), passion research (Vallerand, 2015), and customer development (Blank & Dorf, 2012; Fitzpatrick, 2013).[1]

Unit 0: You're Already an Entrepreneur (8-10 min)

Subtitle: Reframing entrepreneurship, builder vs business owner

Learning Objectives

By the end of this unit, participants will be able to:

- Reframe entrepreneurship as resourcefulness, not privilege

- Recognize entrepreneurial skills they already have

- Distinguish between builders and traditional business owners

- See their survival skills as entrepreneurial assets

Core Content

The Myth of the "Born Entrepreneur"

Entrepreneurship is often portrayed as:

- Reserved for people with money, connections, and MBAs

- A personality trait you either have or don't

- Risky, reckless, and requiring fearlessness

The reality: Entrepreneurship is resourcefulness under constraint. And cycle-breakers are experts at this.

Research Insight: Sarasvathy's effectuation theory (2001) shows that successful entrepreneurs don't start with perfect plans—they start with what they have and figure it out as they go. This is exactly what cycle-breakers have been doing their entire lives.[1]

What Is Entrepreneurship, Really?

Entrepreneurship = Solving problems for people in exchange for value (money, impact, connection)

It's not about:

- Having a trust fund

- Getting VC funding

- Building the next unicorn startup

It IS about:

- Seeing problems others miss

- Creating solutions with limited resources

- Iterating based on feedback

- Building something sustainable

You've Been Doing This Your Whole Life

Cycle-breakers have entrepreneurial skills built from survival:

Resourcefulness:

- "I had $10 and needed to eat for a week" → budgeting, prioritization, creativity

- "I had no support system" → building networks from scratch

Problem-solving:

- "I had to navigate a broken system" → identifying gaps, creating workarounds

- "I had to figure it out alone" → self-directed learning

Resilience:

- "I failed and got back up" → iteration, pivoting, persistence

- "I've been underestimated my whole life" → proving people wrong is fuel

Pattern recognition:

- "I can read a room instantly" → understanding people, anticipating needs

- "I know when something's off" → risk assessment, gut instinct

Research Foundation: Zhao & Seibert (2006) found that conscientiousness, openness, and emotional stability predict entrepreneurial success—but so does adversity. People who've overcome obstacles often have stronger problem-solving and resilience skills.[1]

Builder vs. Business Owner

Traditional Business Owner:

- Focused on scale, profit, and exit strategy

- May hire others to execute the vision

- Business is separate from identity

Builder (Legacy Rising framework):

- Focused on purpose, impact, and sustainability

- Hands-on, iterative, community-oriented

- Business reflects values and lived experience

Both are valid. In this program, we focus on the Builder path.

Discussion Prompts

- What survival skill do you have that could become a business skill?

- When have you solved a problem with limited resources?

- What would it feel like to call yourself an entrepreneur?

Workbook Exercise: Your Entrepreneurial Resume

1. List 3 problems you've solved in your life with minimal resources

2. List 3 skills you developed through survival (e.g., budgeting, negotiation, reading people)

3. How could these skills translate into entrepreneurship?

Unit 1: Breaking Down Myths (10-12 min)

Subtitle: 5 myths about entrepreneurship debunked

Learning Objectives

By the end of this unit, participants will be able to:

- Identify and challenge common myths about entrepreneurship

- Recognize how these myths have kept them from starting

- Reframe entrepreneurship as accessible

- Feel empowered to begin building

Core Content

Myth 1: "You need money to start a business"

The myth: You need thousands of dollars, investors, or a loan to launch.

The reality: Most successful businesses start with less than $1,000. Some start with $0.

Examples:

- Service businesses (coaching, consulting, tutoring): $0 to start (you are the product)

- Digital products (ebooks, courses, templates): $0-$50 (use free tools like Google Docs, Canva)

- Side hustles (pet sitting, meal prep, errand running): $0-$100 (leverage what you already have)

What you actually need: A problem you can solve and someone willing to pay for the solution.

Myth 2: "You need a perfect idea"

The myth: You need a revolutionary, never-been-done-before idea to succeed.

The reality: Most successful businesses solve boring, everyday problems better than existing solutions.

Examples:

- Meal prep services (not new, but solves a real pain point)

- House cleaning (ancient profession, always needed)

- Bookkeeping for small businesses (not sexy, always in demand)

What you actually need: A problem people are already trying to solve + your unique approach.

Myth 3: "You need a business plan"

The myth: You need a 50-page business plan before you start.

The reality: Business plans are often guesses. What you need is an MVP (Minimum Viable Product) and real feedback.

Research Insight: Ries' Lean Startup (2011) methodology shows that successful startups don't plan their way to success—they test, learn, and iterate their way there.[1]

What you actually need:

- A hypothesis ("I think people will pay for X")

- A simple version to test

- Willingness to pivot based on feedback

Myth 4: "You have to quit your job and go all-in"

The myth: Real entrepreneurs risk everything and burn the boats.

The reality: Most successful entrepreneurs start as side hustles while keeping their day jobs.

Why this matters for cycle-breakers: Financial instability is a relapse risk. Don't choose between survival and building—do both until the business can support you.

What you actually need: A few hours a week to test your idea, not a dramatic leap.

Myth 5: "Entrepreneurs are fearless risk-takers"

The myth: Entrepreneurs love risk and never feel fear.

The reality: Successful entrepreneurs are terrified. They just act anyway.

Research Insight: Deci & Ryan's Self-Determination Theory (2017) shows that intrinsic motivation (purpose, autonomy, mastery) predicts persistence better than fearlessness. You don't need to be unafraid—you need to care enough to act despite fear.[1]

What you actually need: A reason to build that's bigger than your fear.

Discussion Prompts

- Which myth has held you back the most?

- What would you try if you didn't believe these myths?

- What's the smallest step you could take this week toward building?

Workbook Exercise: Myth-Busting

1. Which myth did you believe most strongly?

2. What evidence do you have that contradicts this myth? (personal experience or examples you know)

3. What becomes possible when you let go of this myth?

Unit 2: How to Spot Million-Dollar Problems (8-10 min)

Subtitle: Pain points, problem-finding

Learning Objectives

By the end of this unit, participants will be able to:

- Distinguish between problems and preferences
- Identify pain points in their own life and community
- Apply the Problem-Finding Framework
- Validate whether a problem is worth solving

Core Content

Problems vs. Preferences

Preference: "It would be nice if..."

- Low urgency
- People won't pay much to solve it
- Easy to ignore

Example: "It would be nice if my socks matched better"

Problem (Pain Point): "I need... / I'm struggling with... / I can't figure out..."

- High urgency
- People will pay to solve it
- Causes friction, frustration, or loss

Example: "I can't find affordable childcare so I can work"

The best businesses solve problems, not preferences.

The Problem-Finding Framework

Step 1: Look at your own life

What problems do you face regularly that you'd pay to solve?

- What's frustrating you?
- What takes too much time, energy, or money?
- What do you wish existed but doesn't?

Step 2: Look at your community

What problems do people in your network complain about?

- What do they keep asking for help with?
- What gaps do you notice in existing services?
- What do people say they "can't find"?

Step 3: Look at your lived experience

What problems did you face as a cycle-breaker that others like you still face?

- What resources did you need that didn't exist?
- What would have made your journey easier?
- What do you know now that you wish someone had taught you?

Validation Criteria: Is This Problem Worth Solving?

Not every problem is a business. Ask:

1. **Is it urgent?** Do people need this solved now, or "someday"?
2. **Is it expensive (in time, money, or pain)?** The more it costs to NOT solve it, the more people will pay.
3. **Is it frequent?** Do people face this problem once or repeatedly?
4. **Can you solve it?** Do you have the skills, access, or unique insight?

5. **Are people already trying to solve it?** (This is good—it means there's demand)

Green light problems: Urgent + Expensive + Frequent + You can solve it

Yellow light problems: Some of the above, needs refinement

Red light problems: Low urgency, cheap to ignore, one-time occurrence

Examples of Million-Dollar Problems

Example 1: Childcare for shift workers

- Urgent: Parents need childcare to work

- Expensive: Lost wages if they can't work

- Frequent: Every shift

- Solvable: Peer-based childcare co-op, flexible scheduling

Example 2: Credit repair for people in recovery

- Urgent: Bad credit blocks housing, jobs, loans

- Expensive: Costs opportunity and stability

- Frequent: Ongoing need as people rebuild

- Solvable: Education, templates, accountability

Example 3: Meal prep for people with sensory issues

- Urgent: Need to eat, but overwhelmed by cooking

- Expensive: Eating out is costly, restrictive diets are hard

- Frequent: Daily

- Solvable: Pre-portioned, sensory-friendly meals

Discussion Prompts

- What problem in your life would you pay $100 to solve right now?

- What problem do people in your tribe complain about most?

- What's a problem only cycle-breakers would understand?

Workbook Exercise: Problem Inventory

1. List 5 problems you face regularly

2. List 5 problems your community faces

3. List 3 problems from your cycle-breaker experience

4. Pick one and run it through the Validation Criteria

5. Is it a green, yellow, or red light problem?

Unit 3: Creative Ideation Techniques (8-10 min)

Subtitle: SCAMPER, brainstorming methods

Learning Objectives

By the end of this unit, participants will be able to:

- Use SCAMPER to generate business ideas

- Apply "How might we..." questions

- Practice riffing (building on ideas without judgment)

- Move from problem to potential solutions

Core Content

Why Ideation Matters

Once you've identified a problem, you need to generate potential solutions. Ideation is about quantity first, quality later.

The rule: No idea is too small, weird, or "dumb" during ideation. Judgment kills creativity.

SCAMPER Technique

SCAMPER is a framework for generating ideas by asking 7 questions about existing solutions.

S - Substitute: What can you replace?

- "What if meal prep services used local, organic ingredients?"

C - Combine: What can you merge?

- "What if I combined life coaching with financial planning?"

A - Adapt: What can you adjust from another industry?

- "What if I adapted Airbnb's model for temporary childcare?"

M - Modify: What can you change (scale, format, style)?

- "What if budgeting tools were designed for people with ADHD?"

P - Put to another use: How else could this be used?

- "What if I used my obsession-mapping framework for entrepreneurs, not just recovery?"

E - Eliminate: What can you remove or simplify?

- "What if therapy was just peer-led circles, no credentials required?"

R - Reverse/Rearrange: What if you flipped it?

- "What if clients paid coaches based on results, not hours?"

"How Might We..." Questions

This phrase opens up possibility without pressure.

Instead of: "I need to solve childcare for shift workers" (overwhelming)

Try: "How might we make childcare more flexible for shift workers?" (curious)

Examples:

- How might we make budgeting less shame-based?

- How might we make credit repair accessible to people without internet?

- How might we help cycle-breakers find housing that matches their Builder Type?

Riffing (Building on Ideas)

Riffing is when you take one idea and build on it without stopping to judge.

Example:

- Idea 1: A meal prep service for people in recovery

- Riff: What if it also taught cooking skills?

- Riff: What if it was peer-led (alumni teach current participants)?

- Riff: What if it became a social enterprise that hired people in recovery?

- Riff: What if it partnered with recovery houses to provide meals + jobs?

The rule: Yes, and... (not "Yes, but...")

Ideation Session (Facilitator-Led)

Pick a problem (from Unit 2 workbook or suggest one as a group)

Round 1: SCAMPER (10 min)

- Go through each SCAMPER prompt

- Write down every idea, no filtering

Round 2: How Might We (5 min)

- Reframe the problem as "How might we..."

- Generate 5+ questions

Round 3: Riffing (5 min)

- Pick one idea and riff on it

- Build at least 5 iterations

Round 4: Reflect

- Which idea surprised you?

- Which idea felt most exciting?

- Which idea felt most doable?

Discussion Prompts

- What happened when you stopped judging your ideas?

- Which ideation technique felt most natural?

- What idea came up that you want to explore more?

Workbook Exercise: Solo Ideation

1. Pick one problem from your Problem Inventory (Unit 2)

2. Run it through SCAMPER (7 ideas minimum)

3. Write 3 "How might we..." questions

4. Pick one idea and riff (5 iterations)

5. Circle your top 3 ideas

Unit 4: How to Choose Your First Idea (8-10 min)

Subtitle: Decision framework, 3 circles

Learning Objectives

By the end of this unit, participants will be able to:

- Apply the 3 Circles framework (Passion, Skill, Payment)

- Narrow down from many ideas to one MVP

- Avoid common decision traps

- Commit to testing one idea

Core Content

Why Choosing Is Hard

You probably have multiple ideas. That's good. But you can't test them all at once.

Common traps:

- Perfectionism: "I need to pick the BEST idea"

- Fear of commitment: "What if I pick wrong?"

- Shiny object syndrome: "What if the next idea is better?"

The truth: You don't need the perfect idea. You need a testable idea.

The 3 Circles Framework

Your first idea should sit at the intersection of three things:

Circle 1: Passion (What do you care about?)

- What problems keep you up at night?

- What change do you want to see in the world?

- What would you work on even if it was hard?

Circle 2: Skill (What can you do?)

- What are you good at? (even if you don't have formal training)

- What do people come to you for help with?

- What lived experience gives you unique insight?

Circle 3: Payment (What will people pay for?)

- Is there demand for this solution?

- Are people already spending money on this problem?

- Can you reach people who need this?

Sweet spot: The overlap of all three circles.

Example:

- **Passion:** Helping people in recovery find stable housing

- **Skill:** You've navigated the housing system, you know what works

- **Payment:** Recovery programs need housing navigators; people in recovery will pay for application help

Idea: Housing navigation service for people in recovery

Decision Filters

Once you've identified ideas in the sweet spot, apply these filters:

Filter 1: Can I test this in 30 days?

- If yes → good first idea

- If no → too big, break it down

Filter 2: Can I do this with $100 or less?

- If yes → low-risk MVP

- If no → find a smaller version

Filter 3: Do I know 5 people who have this problem?

- If yes → built-in customer interviews
- If no → might be too niche or need to expand network

Filter 4: Does this align with my Builder Type?

- High Structure: Choose an idea with clear systems
- Low Structure: Choose an idea with flexibility
- High Stimulation: Choose an idea with variety and intensity
- Low Stimulation: Choose an idea that's calm and focused

Filter 5: Does this pass the 6-month test?

- Can you see yourself working on this for 6 months without burning out?
- If no → might be a dopamine hit, not a sustainable build

Integration with Module 3: Hindrance Check

Before committing, check: Is this idea driven by a hindrance?

Sensual Desire: "I'm chasing quick money or validation"

- Red flag: Idea feels like a get-rich-quick scheme

Ill Will: "I want to prove someone wrong"

- Red flag: Idea is fueled by resentment, not purpose

Sloth & Torpor: "I'm avoiding something harder"

- Red flag: Idea is a distraction, not a direction

Restlessness: "I need to do something, anything"

- Red flag: Idea is chaotic, not strategic

Skeptical Doubt: "This probably won't work, but whatever"

- Red flag: You're pre-sabotaging

Healthy motivation: "This problem matters, I can solve it, and I'm willing to learn as I go."

Discussion Prompts

- Which circle is easiest for you to identify? (Passion, Skill, Payment)

- What idea keeps showing up for you, even when you try to ignore it?

- What would it feel like to commit to testing one idea for 30 days?

Workbook Exercise: Choose Your MVP

1. Draw three overlapping circles: Passion, Skill, Payment

2. List ideas in each circle

3. Which idea sits in the overlap of all three?

4. Run that idea through the 5 Decision Filters

5. Do a Hindrance Check

6. If it passes: Commit. If not: Refine or choose another.

Write this statement:

"For the next 30 days, I'm testing [IDEA]. I'm not committing forever—I'm committing to learn."

Unit 5: How to Do Customer Interviews (12-15 min)

Subtitle: The Mom Test, sample questions

Learning Objectives

By the end of this unit, participants will be able to:

- Understand the purpose of customer interviews

- Apply The Mom Test principles

- Ask questions that reveal truth, not politeness

- Gather actionable feedback before building

Core Content

Why Customer Interviews Matter

Most businesses fail because they build something no one wants. Customer interviews help you avoid this.

The goal: Understand the problem deeply BEFORE you build a solution.

Not the goal: Get people to say your idea is good.

The Mom Test (Rob Fitzpatrick, 2013)

The problem: When you ask people if they like your idea, they lie to be nice.

Example:

- You: "Would you use an app that helps you budget?"
- Them: "Oh yeah, that sounds great!" (But they'll never download it)

The Mom Test Rule: Ask questions that even your mom couldn't lie to you about.

Instead of asking about your idea, ask about their problem.

The Mom Test Principles

Principle 1: Talk about their life, not your idea

❌ Don't ask: "Would you use a meal prep service for people in recovery?"

✅ Do ask: "How do you currently handle meal planning?" "What's hard about it?"

Principle 2: Ask about past behavior, not future intentions

❌ Don't ask: "Would you pay $50/week for this?"

✅ Do ask: "What's the last thing you paid for to solve this problem?" "How much did you spend?"

Principle 3: Listen more than you talk

❌ Don't: Pitch your idea and ask if they like it

✅ Do: Ask open-ended questions and let them talk

Sample Interview Questions

Opening (Build rapport):

- "I'm working on something related to [PROBLEM]. Can I ask you a few questions about your experience?"

- "This isn't a sales call—I'm just trying to understand the problem better."

Understanding the problem:

- "Tell me about the last time you faced [PROBLEM]."

- "What did you do to try to solve it?"

- "What was frustrating about that?"

- "How much time/money did it cost you?"

- "If you could wave a magic wand, what would the solution look like?"

Past behavior (reveals what people actually do):

- "What have you already tried?"

- "What's the last product/service you paid for related to this?"

- "How much did you spend?"

- "Why did you choose that solution?"

- "What didn't work about it?"

Closing:

- "Who else do you know who has this problem?" (Ask for intros)

- "Would you be open to me following up as I work on this?"

- "Is there anything I didn't ask that I should have?"

DO NOT pitch your idea unless they specifically ask.

Red Flags in Interviews

Red Flag 1: "That's a great idea!" (but they haven't told you about their problem)

- They're being polite, not honest

Red Flag 2: "I would definitely use that" (but they've never paid for anything similar)

- Future promises are not reliable

Red Flag 3: They keep asking you to explain your idea

- You're pitching, not learning

Green Flags:

Green Flag 1: They tell you detailed stories about their problem

- They're emotionally invested in solving it

Green Flag 2: They've already paid for solutions (even if imperfect)

- There's demand

Green Flag 3: They introduce you to others with the same problem

- They believe in what you're exploring

Role-Play Exercise (Facilitator-Led)

Scenario: You're testing an idea for a budgeting tool designed for people with ADHD.

Partner A: Interviewer (asks Mom Test questions)

Partner B: Interviewee (answers based on real or imagined experience)

Debrief:

- Did the interviewer talk about their idea or the problem?
- Did they ask about past behavior?
- What did they learn?

Workbook Exercise: Plan Your Interviews

1. Who are 5 people you could interview about your chosen problem?
2. Write 10 Mom Test questions for your interviews
3. Commit: When will you do your first interview? (Set a date)

Unit 6: What Is an MVP? (12-15 min)

Subtitle: Minimum Viable Product, Dropbox example, lean startup

Learning Objectives

By the end of this unit, participants will be able to:

- Define MVP (Minimum Viable Product)

- Understand the purpose of MVP testing

- Design an MVP for their idea

- Avoid over-building before validation

Core Content

What Is an MVP?

MVP = Minimum Viable Product

The smallest, simplest version of your idea that you can test with real people.

Not:

- A polished, perfect product

- A fully built business

- Something you're embarrassed to show

Is:

- A testable hypothesis

- A learning tool

- A version that solves the core problem (even if it's imperfect)

Research Foundation: Ries' Lean Startup (2011) methodology teaches: Build → Measure → Learn → Repeat. Don't build the whole thing—build the smallest thing that teaches you if you're on the right track.[1]

The Purpose of an MVP

You're not building an MVP to make money (though you might). You're building it to **learn**.

Questions an MVP answers:

- Does this problem actually exist?

- Will people pay for a solution?

- Can I deliver this solution?

- What do I need to improve?

MVP Examples

Example 1: Dropbox

Problem: People need to access files across devices.

MVP: A 3-minute explainer video showing how it would work (no actual product yet).

Result: 75,000 people signed up for the waitlist. Validation achieved.

Lesson: You don't need to build the thing to test if people want it.

Example 2: Meal Prep Service

Problem: People in recovery need easy, affordable meals.

MVP: Offer to meal-prep for 3 people for one week. Charge $40/person. Use your own kitchen.

Result: If people pay and give feedback, iterate. If they don't, pivot.

Lesson: Start manual before you automate.

Example 3: Credit Repair Coaching

Problem: People don't know how to repair credit.

MVP: Offer a 1-hour workshop where you teach your process. Charge $20.

Result: If people show up and say "I need more help," offer 1-on-1 coaching next.

Lesson: Test with small commitments before building big programs.

How to Design Your MVP

Step 1: Identify the core problem your idea solves

Example: "People need affordable childcare for shift work"

Step 2: What's the absolute minimum you could offer to solve this?

Example: "A shared childcare calendar where 5 parents trade shifts"

Step 3: What can you do manually (before building tech, systems, etc.)?

Example: "A Google Sheet + group chat"

Step 4: How will you know if it works?

Example: "If 3+ parents use it consistently for 2 weeks"

Step 5: What's your MVP?

Example: "A free 2-week pilot with 5 parents, using Google Sheet and Slack"

Common MVP Mistakes

Mistake 1: Building too much

- "I need a website, logo, LLC, and social media before I launch"
- **Reality:** You need a solution and a person willing to pay for it

Mistake 2: Making it free

- "I'll offer it for free first, then charge later"
- **Reality:** Free doesn't validate demand. If people won't pay $1, they won't pay $100 later.

Mistake 3: Waiting for perfect

- "I'll launch when it's ready"
- **Reality:** It'll never feel ready. Launch messy.

Mistake 4: Skipping feedback

- "I'll just build it and see if it works"
- **Reality:** Without feedback, you're guessing

Discussion Prompts

- What's the simplest version of your idea that still solves the core problem?
- What are you tempted to over-build before launching?
- What's your biggest fear about launching an imperfect MVP?

Workbook Exercise: Design Your MVP

1. What's the core problem your idea solves?
2. What's the minimum viable version that still solves it?

3. What can you do manually (no tech, no automation)?

4. How will you measure success?

5. When will you launch your MVP? (Set a date)

Unit 7: Why "No One Launches Alone" (8-10 min)

Subtitle: Launch Witness system, witnessing without judgment

Learning Objectives

By the end of this unit, participants will be able to:

- Understand the role of Launch Witnesses

- Distinguish between witnessing and advising

- Request Launch Witness support from their tribe

- Commit to being a Launch Witness for others

Core Content

The Launch Witness System

In Legacy Rising, no one launches alone. Every MVP launch is witnessed by the tribe.

Why this matters:

- Launching alone increases the risk of self-sabotage

- Witnesses hold your momentum when regulation is hard

- Accountability without shame increases follow-through

Research Insight: Baluku et al. (2020) found that peer support significantly predicts entrepreneurial persistence and success, especially for people from marginalized backgrounds.[1]

What a Launch Witness Does

A Launch Witness:

- ✅ Witnesses your commitment ("I'm launching on [DATE]")

- ✅ Checks in before launch ("Are you ready? What do you need?")

- ✅ Celebrates completion ("You did it, regardless of outcome")

- ✅ Holds space for feelings (fear, excitement, doubt)

- ✅ Reminds you of your why when you spiral

A Launch Witness does NOT:

- ❌ Give unsolicited advice

- ❌ Fix problems for you

- ❌ Judge the outcome (sales, feedback, success)

- ❌ Pressure you to launch if you're not ready

- ❌ Shame you if you need to pivot

The Witnessing Protocol

Step 1: Before Launch (1 week out)

Launch Witness asks:

- "What's your launch date?"

- "What are you launching?"

- "What support do you need from me?"

- "What would make you feel seen during this?"

Step 2: Day Before Launch

Launch Witness checks in:

- "How are you feeling?"

- "What's your nervous system state?" (Reference Module 3)

- "Do you need to talk through anything, or just need a reminder you're not alone?"

Step 3: Launch Day

Launch Witness sends:

- A message (text, voice note, video): "Today's the day. You've done the work. I'm here. You're not alone. Let's go."

Step 4: After Launch (24-48 hours later)

Launch Witness reflects:

- "You launched. That took courage. How does it feel?"

- "What did you learn?"

- "What's next?"

- "I'm proud of you for following through."

Witnessing Without Judgment

The hardest part: Not judging the outcome.

Launch Witness does NOT say:

- "Did you make any sales?"

- "How many people signed up?"

- "Was it successful?"

Launch Witness DOES say:

- "You did the thing you said you'd do."

- "What did you notice?"

- "How do you feel about what happened?"

Why: Success is not measured by first-launch metrics. Success is measured by follow-through and learning.

Choosing Your Launch Witness

Good Launch Witnesses:

- Know your Builder Type and can regulate with you

- Won't try to fix or advise unless you ask

- Will show up consistently

- Believe in you even when you doubt yourself

Red flag Launch Witnesses:

- Give unsolicited advice constantly

- Make your launch about their anxiety

- Compare your launch to others

- Disappear when you need them

Workbook Exercise: Launch Witness Agreement

Part 1: Request a Launch Witness

1. Who in your tribe would you want as your Launch Witness?

2. What do you need from them? (Check-ins, hype, grounding, silence?)

3. When will you ask them? (Do it this week)

Part 2: Be a Launch Witness

1. Who in your tribe is launching soon?

2. Offer to be their Launch Witness

3. Use the Witnessing Protocol

Unit 8: How to Price Your Work (10-12 min)

Subtitle: Pricing strategies, talking about money without shame

Learning Objectives

By the end of this unit, participants will be able to:

- Understand pricing psychology

- Apply pricing strategies (cost-plus, value-based, market rate)

- Talk about money without shame

- Avoid underpricing out of fear or worthiness issues

Core Content

Why Pricing Is Hard for Cycle-Breakers

Money triggers shame for many cycle-breakers:

- "I'm not worth that much"

- "People like me don't charge those rates"

- "Who am I to ask for money?"

The truth: If you solve a problem, you deserve to be paid. Pricing is not about worthiness—it's about exchange of value.

Research Foundation: Sherraden's asset-building research (2013) shows that economic stability is protective against relapse and key to breaking cycles. Underpricing your work threatens your stability.[1]

Pricing Strategies

Strategy 1: Cost-Plus Pricing

Calculate your costs + desired profit.

Formula:

(Cost of materials + Time investment × Desired hourly rate) + Profit margin = Price

Example: Meal Prep Service

- Groceries: $40

- Time: 3 hours × $20/hour = $60

- Profit margin: $20

- **Total: $120/week per person**

Good for: Product-based businesses, services with clear time investment

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Strategy 2: Value-Based Pricing

Charge based on the value you create, not your time.

Formula:

What is this solution worth to the customer?

Example: Credit Repair Coaching

- If bad credit costs someone $10,000/year (higher rent, no loans, lost job opportunities)

- And you help them improve their score in 6 months
- Your service might be worth $500-$1,000 to them

Good for: Coaching, consulting, high-impact services

Strategy 3: Market Rate Pricing

Charge what others charge for similar services.

How to find market rate:

- Google similar services in your area
- Ask in entrepreneur groups: "What do you charge for X?"
- Check platforms (Upwork, Thumbtack, Fiverr) for comparison

Example:

- If house cleaners in your area charge $100-150 for a 3-hour clean, price in that range.

Good for: Established service industries

How to Test Pricing

You don't have to get pricing perfect on Day 1.

Option 1: Start mid-range, adjust based on feedback

- Don't start at the lowest price (leaves no room to go down)
- Don't start at the highest (might scare people off before you have proof)
- Start in the middle and test

Option 2: Tiered pricing

Offer 3 options:

- **Basic:** Lower price, fewer features
- **Standard:** Mid price, core solution
- **Premium:** Higher price, added value

Most people choose Standard (the middle option).

Option 3: Sliding scale

Offer different rates based on income.

- Honors your values (accessibility)
- Allows people to pay what they can
- You set minimums so you're not working for free

Example:

- Standard rate: $100
- Sliding scale: $50-$150 (you ask people to self-select based on their capacity)

Why Free ≠ Valuable

The trap: "I'll offer it for free until I'm good enough to charge"

The problem:

- Free doesn't validate demand (people say yes to free things they'll never use)
- Free attracts people who don't value your time
- Free reinforces the belief that you're not worth paying

Better approach: Charge something, even $5, from Day 1.

- It filters for people who are serious
- It teaches you how to talk about money
- It builds the skill of receiving payment

How to Talk About Money Without Shame

Shame-based pricing conversation:

"Um, I was thinking maybe like $50? But if that's too much, I can do less. Or we can trade? I don't know, what do you think?"

Confident pricing conversation:

"The rate for this service is $100. Does that work for you?"

That's it. State the price. Wait for their response.

If they say yes: Great, book it.

If they say no: "I understand. I also offer a sliding scale if that helps, or I can refer you to someone with different pricing."

You are not responsible for managing their feelings about your price.

Integration with Builder Type

High Structure Builders: May prefer fixed pricing (predictable, clear)

Low Structure Builders: May prefer flexible pricing (sliding scale, negotiation)

Control-oriented: May feel more comfortable setting rates firmly

Flexibility-oriented: May offer payment plans or barter options

Discussion Prompts

- What's your biggest fear about charging money?

- What would it feel like to state your price without apologizing?

- What's a price that would feel good to you (financially sustainable + aligned with values)?

Workbook Exercise: Set Your Price

1. Choose a pricing strategy (cost-plus, value-based, or market rate)

2. Calculate your price

3. Write it down: "My rate is $"

4. Practice saying it out loud (no apologizing, no explaining)

5. Who will you test this price with first?

Unit 9: Launch Day Pep Talk (5-7 min)

Subtitle: You need feedback not perfection, handling first customer

Learning Objectives

By the end of this unit, participants will be able to:

- Reframe launch day as a learning opportunity

- Manage expectations (it won't be perfect)

- Handle feedback without shame

- Celebrate follow-through, regardless of outcome

Core Content

What Launch Day Is (And Isn't)

Launch day is NOT:

- The day you become successful

- The day everything is perfect

- The day you prove your worth

Launch day IS:

- The day you test your hypothesis

- The day you gather feedback

- The day you follow through on a commitment

Success = Launching. Everything else is bonus.

What Will Probably Happen

Likely scenarios:

1. Fewer people respond than you hoped

2. The first person who does respond is excited but has questions you didn't anticipate

3. Something breaks or doesn't go as planned

4. You feel terrified and excited at the same time

5. Your nervous system dysregulates (expect this, plan for it)

All of this is normal.

You Need Feedback, Not Perfection

The point of launching is not to get it right—it's to learn.

Good feedback sounds like:

- "I love this, but I wish it also included X"

- "This is helpful, but I'm confused about Y"

- "I'd use this if it was $Z instead"

Even "no" is useful feedback:

- "Not for me" = You're not solving their problem (pivot or find different customers)

- "Not now" = Timing issue (follow up later)

- "Too expensive" = Pricing mismatch (adjust or find customers who can afford it)

Bad feedback sounds like:

- Personal attacks ("You're not qualified")

- Vague negativity ("I don't like it")

- Unsolicited redesign ("You should do it this way instead")

How to handle bad feedback: Thank them, don't take it personally, move on.

Handling Your First Customer

What to say:

"Thank you for being my first customer. I'm testing this idea, so I'd love your honest feedback as we go. I'm here to make sure this works for you."

What this does:

- Sets expectations (they know it's an MVP)

- Invites feedback

- Builds partnership (not transaction)

After they use your service/product:

"Thanks for trying this. What worked? What didn't? What would make this better?"

Write down their answers. This is gold.

The Post-Launch Spiral (And How to Avoid It)

The spiral:

1. You launch

2. Response is slower than you hoped

3. Doubt kicks in: "This was stupid. I'm not cut out for this."

4. You want to quit

How to interrupt the spiral:

1. **Expect this.** It's not a sign you're failing—it's a normal part of the process.

2. **Call your Launch Witness.** That's what they're for.

3. **Check your nervous system** (Module 3: Quick Coherence Technique)

4. **Reframe:** "I did the thing I said I would do. That's success."

Timeline expectations:

- Week 1: You'll feel exposed and vulnerable. Normal.

- Week 2: You'll start getting feedback. Listen and adjust.

- Week 3-4: You'll notice patterns. Iterate.

- Month 2-3: You'll have enough data to decide: keep going or pivot.

Discussion Prompts

- What's your biggest fear about launch day?

- How will you celebrate following through, even if the outcome isn't what you hoped?

- Who will you call when you start spiraling?

Workbook Exercise: Launch Day Plan

1. Set your launch date (write it down, tell your Launch Witness)

2. What will you do the morning of launch to regulate? (Module 3 practice)

3. What will you do if no one responds in the first 24 hours?

4. What will you do if someone gives hard feedback?

5. How will you celebrate following through?

Unit 10: How to Pitch in 60 Seconds (12-15 min)

Subtitle: 4-part pitch framework, storytelling

Learning Objectives

By the end of this unit, participants will be able to:

- Craft a 60-second pitch using the 4-part framework

- Tell their story in a way that connects and converts

- Avoid common pitching mistakes

- Adapt their pitch for different audiences

Core Content

Why You Need a Pitch

You'll need to explain what you do in:

- Networking events

- Casual conversations ("So, what do you do?")

- Customer discovery calls

- Social media bios

- Applications for programs or funding

The goal: Make people say, "Tell me more" or "I know someone who needs that."

The 4-Part Pitch Framework

Part 1: The Problem (10 seconds)

What problem do you solve? Make it visceral.

❌ Weak: "I help people with budgeting"

✅ Strong: "A lot of people in recovery lose housing because they can't navigate credit systems"

Part 2: The Solution (15 seconds)

What do you offer? Keep it simple.

❌ Weak: "I offer a comprehensive credit repair program with modules and accountability"

✅ Strong: "I teach people how to repair their credit in 90 days using the exact process I used"

Part 3: Who It's For (10 seconds)

Be specific. Specificity builds trust.

❌ Weak: "Anyone who needs help"

✅ Strong: "People in recovery who are ready to rebuild but don't know where to start"

Part 4: The Proof or the Hook (15 seconds)

Why should they believe you? Share a result, your story, or a compelling next step.

✅ Examples:

- "I went from a 480 credit score to 720 in 18 months. Now I teach others how."

- "I've helped 12 people in my community improve their scores by an average of 100 points."

- "I'm running a free workshop next week if you know anyone who'd benefit."

Total: 50-60 seconds

Example Pitches

Example 1: Meal Prep for People in Recovery

"A lot of people in recovery struggle with meal planning—they're overwhelmed, money's tight, and fast food becomes the default. I offer weekly meal prep for $50, tailored to dietary needs and delivered to recovery houses. I'm in recovery too, so I get it. I've served 15 people so far, and I'm expanding to three more houses next month."

Example 2: Housing Navigation for Cycle-Breakers

"Finding housing is one of the biggest barriers to staying stable in recovery. Most people don't know how to navigate applications, credit checks, or landlord requirements. I offer housing navigation services—I help people understand their options, prepare applications, and advocate for themselves. I've helped 8 people find housing in the last 6 months, and all of them are still stably housed."

Example 3: Budgeting Coaching for ADHD Brains

"Traditional budgeting doesn't work for people with ADHD—it's too rigid and shame-based. I teach a flexible budgeting system designed for ADHD brains. I'm ADHD, and I went from overdrafting every month to saving $2,000 in a year. Now I teach others the same system in 4 weekly sessions."

Common Pitching Mistakes

Mistake 1: Too much jargon

"I leverage synergistic frameworks to optimize financial wellness outcomes"

Fix: Talk like a human.

"I help people budget without the shame"

Mistake 2: Burying the lead

"So, I've been thinking a lot about systems and identity work, and I realized that..."

Fix: Start with the problem.

"People can't find affordable childcare for night shifts. I'm solving that."

Mistake 3: No specificity

"I help people live better lives"

Fix: Say who and how.

"I help people in recovery repair their credit so they can access housing"

Mistake 4: Apologizing

"I'm just starting out, so it's not perfect yet, but..."

Fix: Own it.

"I'm launching a meal prep service for people in recovery"

Adapting Your Pitch for Different Audiences

Audience 1: Potential customers

Lead with the problem and solution. Make it about them.

Audience 2: Potential partners/collaborators

Lead with impact and scale. Make it about the bigger picture.

Audience 3: Funders/investors

Lead with proof and growth potential. Make it about outcomes.

Audience 4: Your tribe

Lead with authenticity and vulnerability. Make it about the journey.

Workbook Exercise: Write Your Pitch

1. **Problem:** What problem do you solve? (10 seconds)

2. **Solution:** What do you offer? (15 seconds)

3. **Who It's For:** Be specific. (10 seconds)

4. **Proof/Hook:** Why should they believe you? (15 seconds)

5. **Put it together and time yourself.** Aim for 50-60 seconds.

6. **Practice out loud.** Record yourself or practice with your tribe.

Unit 11: You're a Builder Now (5-7 min)

Subtitle: Recap and next steps

Learning Objectives

By the end of this unit, participants will be able to:

- Reflect on their journey through Module 4

- Identify their next action steps

- Claim the identity: "I'm a builder"

- Commit to continued iteration

Core Content

What You've Learned

In this module, you:

- Reframed entrepreneurship as resourcefulness, not privilege

- Identified a problem worth solving

- Generated and chose an MVP idea

- Conducted (or planned) customer interviews

- Designed your MVP

- Set your pricing

- Drafted your pitch

- Prepared for launch day

You've done the foundational work. Now you build.

You're a Builder Now

Not because you've made a million dollars.

Not because you've quit your day job.

Not because you have a perfect business plan.

You're a builder because you saw a problem and decided to do something about it.

That's it. That's the threshold.

What's Next

Week 1-2: Launch your MVP

- Set a date

- Tell your Launch Witness

- Regulate your nervous system (Module 3)

- Launch

Week 3-4: Gather feedback

- Talk to your first customers

- Ask: What worked? What didn't?

- Write down patterns

Month 2: Iterate

- Based on feedback, adjust your MVP

- Raise your prices if people say yes easily

- Add features if people keep asking for them

- Pivot if the problem isn't resonating

Month 3: Decide

- Is this worth scaling?

- Do I want to keep building this, or test something new?

- Am I financially sustainable yet? If not, what needs to change?

Month 6: Reflect

- How has this changed me?

- What have I learned about myself?

- What's my next build?

How Module 4 Connects to Module 5

In Module 5 (Peer Leadership & Alumni Engagement), you'll learn how to mentor others through this process. You've now walked the entrepreneurship path—you can guide others who are just starting.

Your lived experience is your curriculum.

Final Reflection

1. What idea are you committing to test?

2. When are you launching?

3. Who is your Launch Witness?

4. What's one thing you learned in this module that surprised you?

5. Complete this sentence: "I'm a builder because..."

Module 4 Integration & Next Steps

What You've Learned

In this module, you:

- Reframed entrepreneurship as accessible and learnable

- Identified a problem worth solving

- Designed and priced an MVP

- Prepared to launch with support

Daily Practices to Continue

1. **Talk to potential customers weekly** (customer discovery is ongoing)

2. **Check your hindrance state** before making big decisions (Module 3)

3. **Stay connected to your Launch Witness**

4. **Iterate based on feedback, not assumptions**

Tribe Accountability

- Share your MVP idea with your pod

- Announce your launch date publicly (in tribe channel)

- Offer to be a Launch Witness for someone else

- Celebrate every launch (yours and others'), regardless of outcome

Research Summary for Module 4

Core Research Citations:

1. **Sarasvathy, S. D. (2001).** "Effectuation: Elements of Entrepreneurial Expertise." *Academy of Management Review*, 26(2), 243-263.

   - Application: Entrepreneurs succeed by starting with what they have and iterating

2. **Ries, E. (2011).** *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.* Crown Business.

   - Application: Build-Measure-Learn loop; MVP methodology

3. **Deci, E. L., & Ryan, R. M. (2017).** *Self-Determination Theory: Basic Psychological Needs in Motivation, Development, and Wellness.* Guilford Press.

   - Application: Intrinsic motivation predicts entrepreneurial persistence

4. **Vallerand, R. J. (2015).** *The Psychology of Passion: A Dualistic Model.* Oxford University Press.

   - Application: Harmonious passion supports sustainable entrepreneurship

5. **Blank, S., & Dorf, B. (2012).** *The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company.* K&S Ranch.

   - Application: Customer development framework

6. **Fitzpatrick, R. (2013).** *The Mom Test: How to Talk to Customers & Learn If Your Business Is a Good Idea When Everyone Is Lying to You.* Robfitz Ltd.

   - Application: Customer interview methodology

7. **Baluku, M. M., et al. (2020).** "Exploring the Link Between Mentoring and Intangible Outcomes of Entrepreneurship." *Frontiers in Psychology*, 11, 445.

   - Application: Peer support predicts entrepreneurial success

8. **Sherraden, M. (2013).** "Building Assets and Economic Security." *The Assets Perspective.*

   - Application: Economic stability is protective for cycle-breakers

Facilitator Notes

Common Challenges in Module 4

1. **Imposter syndrome** ("I'm not a real entrepreneur")

   - Normalize: All entrepreneurs feel this

   - Reframe: You don't need permission to build

2. **Perfectionism** ("I'll launch when it's ready")

   - Reality: It'll never feel ready

   - Intervention: Set a launch date NOW and work backward

3. **Analysis paralysis** ("I need to research more")

   - Reality: Research is procrastination disguised as productivity

   - Intervention: Customer interviews > internet research

4. **Underpricing** ("I'll just charge $10")

   - Reality: Underpricing threatens financial sustainability

   - Intervention: Practice saying your price out loud, no apologizing

Integration with Other Modules

- **Module 1:** Obsession becomes productive (entrepreneurial drive)

- **Module 1.5:** Builder Type informs business model (structure, stimulation, social energy)

- **Module 2:** Identity MVP mirrors business MVP

- **Module 3:** Regulation is critical for launch-day resilience

- **Module 5:** Builders become mentors for next cohort

Trauma-Informed Considerations

- Money triggers shame for many cycle-breakers

- Launching feels like visibility (which can feel unsafe)

- Feedback can feel like criticism (even when it's not)

- Offer co-regulation throughout

- Normalize: "It's okay to be scared and still launch"

End of Module 4 Lesson Plans