



Workbook Outline

Our outline gives you a quick look at what we're going to Dream about and explore in the next 6 sessions.

Week One

Getting Started

Begin by exploring what entrepreneurship means and why business could be the right path for you. This section helps you understand business structures, legal setup, and the first steps to getting your idea off the ground.

Week Two

Understanding Finances

Every successful business starts with knowing your numbers. Learn how to plan for start-up costs, manage ongoing expenses, price your product or service, and stay on top of tax, GST, ACC, and financial tools.

Week Three

Know Your Market

Who are you helping, and why will they choose you? In this section, you'll explore your target customer, define your value, and gain the tools to research, analyse, and position yourself in the market.

Week Four

Brand & Promote

Build a brand people trust and recognise. Learn how to create a strong identity, develop your online presence, use free tools, and promote your business confidently through social media, marketing, and digital platforms.

Week Five

Grow & Reflect

Now that the foundations are set, it's time to grow. This section helps you manage your time, understand the basics of legal and people skills, reflect on your progress, set meaningful goals, and plan for your next steps.

Week Six

Next Steps

Now that you've built strong foundations, it's time to reflect, reset, and plan your next move. This chapter helps you track your progress, celebrate how far you've come, and set meaningful goals for what's next – whether it's launching, growing, or simply gaining confidence in your business journey.