

# Glow Getter University Syllabus

## ENTREPRENEURSHIP

### GIRL BOSS 101

- Turn that idea into a business
- How to get started
  - Starter checklist
- Trademark your business
  - Legal To-dos
- Who is my audience?
- Building my brand.
- Quit your day gig and become your own boss

### MONEY MANAGEMENT

- Money Management: venture capital, grants, loans, oh my?
- Crowdfunding 101
- Building an effective pitch to get a YES!

### TECH 101

- What do I need to know about technology for my new business?

### MARKETING MAGIC

- Growth Hacking
- Content, Community & Commerce
- Share your story with the world - PR 101
- Build a kick ass marketing plan

## THE EVOLUTION OF YOU

### SELF CARE

- Choosing YOU!
- Boundaries 101
- Ditching Negative Self Talk
- Finding Joy in the Everyday
- Keeping it Together in an Always on Society

### GOAL GETTER

- Leading with influence
- Shattering the Glass Ceiling
- How to be an emotionally intelligent leader
- Creating a culture you can be proud of

### CREATE YOUR STORY

- Effective Goal Setting
- Building your personal brand

### SUBMIT YOUR IDEA

- Submit your own idea that aligns to the above themes.