

Your Next Chapter: Entrepreneurship

Building Financial Freedom, Purpose, and Impact

Empowering survivors through business and independence

PRESENTED BY AISHA BAILEY · FAITH VOICES AGAINST DOMESTIC VIOLENCE





Why Entrepreneurship Matters

Starting a business is more than income — it's reclaiming your future on your own terms.

Financial Independence

Build income you control — no one can take it from you.

Flexibility to Heal

Set your own hours. Make space for parenting, recovery, and rebuilding.

Purpose-Driven Impact

Turn your lived experience into a business, nonprofit, or grant-funded organization that helps others.

Start With **YOU** — Not the Business

Before writing a business plan, take time to discover what you're truly built for. The strongest businesses are rooted in your natural gifts.



Ask Yourself

- What am I naturally good at?
- What do I genuinely enjoy doing?
- What do people consistently come to me for?

✓ Your strengths are your foundation. Build from there.

Passion vs. Pressure

Not every skill needs to become a business — and that's okay. The goal is to build something you can sustain with joy, not obligation.

Ask Honestly

Do I love this enough to stay consistent when it gets hard? Is this truly fulfilling — or just trendy?

Build From Passion + Purpose

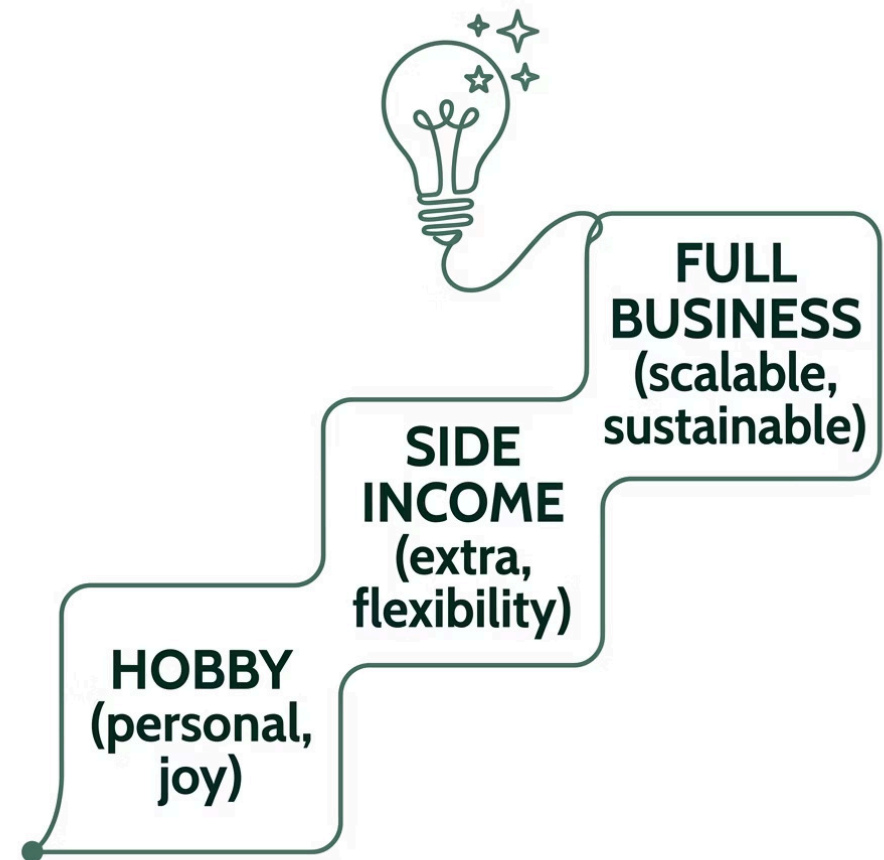
When your work aligns with who you are, it doesn't feel like pressure. It feels like progress.

Let Go of "Should"

You don't have to follow someone else's blueprint. Your path is uniquely yours.

Can It Be Monetized?

A great idea becomes a great business when it solves a real problem for real people. Ask the right questions before you invest your time and energy.



Is there a real need or demand?



Who would pay for this?



What problem does it solve?



Dream Mapping: Your Vision Plan

Before you build it, you have to be able to see it. Your vision is the compass that guides every business decision.



Your Daily Life

What does a perfect Tuesday look like? Design a business that fits the life you want.



5–10 Year Vision

Where do you want to be? Think big — your goals deserve room to grow.



Freedom + Alignment

Think beyond money. Focus on a lifestyle that reflects your values, your healing, and your purpose.

Side Hustle vs. Full Business

Neither path is better — the right one depends on your season of life. Meet yourself where you are.

Side Hustle

- Lower risk to start
- Build at your own pace
- Flexible around family and healing
- Great for testing your idea

Full Business

- Requires consistent time and energy
- Greater income potential
- Demands structure and discipline
- Best when you're ready and resourced

 **Recommendation:** Build slowly until it's sustainable — especially if you're parenting alone. Slow growth is still growth.

Creating a Business Plan

Your business plan is your roadmap — it doesn't have to be perfect, just clear. You can always refine it as you grow.



Keep it simple and honest. A one-page plan you actually use beats a 20-page document that sits in a drawer.

Use Technology & AI to Your Advantage

You don't have to know everything before you start. Technology is your business partner — available 24/7, judgment-free.



Business Plans

AI can draft a complete plan from a few simple prompts.



Name & Brand Ideas

Generate business names, taglines, and brand directions instantly.



Market Research

Understand your audience and competition without hiring a consultant.



Content Creation

Write social posts, emails, and website copy with AI assistance.



Build Daily Discipline

Consistency is your greatest business asset. You don't need a perfect plan — you need a daily practice.

01

Treat It Like a Part-Time Job

Show up for your business even when motivation is low.
Commitment builds momentum.

02

Block 1–3 Focused Hours Daily

You don't need a full day — just intentional, distraction-free time dedicated to your goals.

03

Progress Over Perfection

Small steps, taken daily, create lasting change. Done is better than perfect. Keep moving forward.

✔ **Remember:** You have already survived what tried to stop you.
You have everything it takes to build what's next.





The Power of Mentorship

You don't have to do this alone. Finding the right guides can accelerate your journey and provide invaluable support.



Business Mentors

Learn strategies, avoid pitfalls, and gain industry insights from experienced entrepreneurs.



Personal Mentors

Receive guidance on personal growth, work-life balance, and navigating life's challenges.



Spiritual Guidance

Connect with your inner strength and purpose, fostering resilience, hope, and peace.

Mentorship helps you:

Avoid Costly Mistakes

Stay Encouraged

Accelerate Your Growth

Move Wisely: Protect Your Vision

Not everyone needs access to your ideas. Guard your energy and focus by sharing strategically.

Trusted Individuals

Share with those who genuinely support you and understand your journey.

Strategic Partners

Connect with people who can offer concrete help, resources, or mentorship.

Build quietly and with intention — let your results speak for themselves when the time is right.



Make It Official

Once your vision is clear, it's time to formalize your business. These official steps protect you and prepare you for sustainable growth.



Choose Your Business Name

Select a unique and memorable name that reflects your brand and is available for registration.



Register Your Business Entity

Decide on a legal structure (e.g., LLC, Sole Proprietorship, S-Corp) and register it with the state.



Apply for a Tax ID (EIN)

Obtain an Employer Identification Number from the IRS, essential for taxes and opening a business bank account.

 Completing these steps creates a legal foundation for your business, offering protection and credibility as you grow.

Set Up Your Financial Foundation

A solid financial structure is essential for long-term business health. Protect your personal assets and ensure clarity by taking these crucial steps.



Open a Business Bank Account

Keep your business funds separate from personal finances from day one. This simplifies accounting and protects personal assets.



Separate Personal & Business Finances

Avoid commingling funds. This is vital for legal protection, tax preparation, and understanding your business's true performance.



Prepare for Taxes

Understand your tax obligations early. Track all income and expenses meticulously, and consult a professional for guidance.



Build Business Credit Over Time

Establish a strong business credit profile. This can open doors to financing, better terms with suppliers, and future growth opportunities.

- ✔ Taking these foundational steps creates stability, reduces stress, and empowers you to make informed financial decisions for your venture.



Getting Paid (Merchant Accounts)

Establishing clear and efficient ways to receive payments is crucial for your business's success and financial stability. Make it easy for your customers to pay you.



Online Payments

Integrate secure payment gateways like Stripe or PayPal directly into your website or e-commerce platform for seamless transactions.



Professional Invoicing

Utilize invoicing software (e.g., QuickBooks, Wave) to send clear, professional invoices with detailed payment terms and options.



Payment Apps

Offer popular mobile payment solutions like Venmo, Cash App, or Zelle for quick and convenient peer-to-peer or small business transactions.



Tip: Choose payment solutions that align with your business model and target audience to maximize convenience and minimize friction.

Marketing = Telling Your Story

Your unique experiences and authentic voice are your most powerful marketing tools. Connect with your audience by sharing what truly matters.



Social Media & YouTube

Utilize platforms where your audience spends time. Share snippets of your journey and behind-the-scenes content.



Your Journey & Day in the Life

People connect with vulnerability and authenticity. Show the real person behind the business — your challenges, triumphs, and daily grind.



Show Your Growth

Document your progress, lessons learned, and evolving vision. Inspire others by showing how you overcome obstacles.

Remember: You are your brand. Authenticity builds trust and loyalty, turning followers into customers.





There Is Room for You

Your journey is unique, and so is the space you're meant to fill in the world of entrepreneurship. Embrace your individuality.



No Market is Too Saturated

The world needs your specific blend of talent and perspective. There's always room for innovation and a fresh approach.



People Connect with YOU

Your audience chooses you not just for your service, but for your story, values, and how you make them feel. You are your brand.



Your Approach is Unique

Don't be afraid to be different. Your distinctive voice, methods, and lived experiences are powerful competitive advantages.



Don't Let Comparison Stop You

Focus on your own path and progress. Your success isn't about outshining others, but about fulfilling your own potential.



Believe in your vision: Your past experiences have equipped you with unique insights. Use them to build something truly impactful.

The Future of Work

The global job market is undergoing a significant transformation, emphasizing adaptability and diverse skill sets. Entrepreneurship is no longer just an option; it's a fundamental skill for navigating this evolving landscape.



Multiple Income Streams

Diversifying how you earn income reduces risk and increases financial stability.



Flexible Work Paths

The traditional 9-to-5 is evolving, offering more autonomy and control over your work-life balance.



Continuous Learning & Adaptability

Staying current with new technologies and trends is crucial for relevance and growth.

Work Smarter with AI

Leveraging artificial intelligence is key to thriving in the future of work. AI can remove guesswork, streamline processes, and amplify your unique abilities.



Automate Tasks

Delegate repetitive or complex tasks you don't know how to do, freeing up your time.



Save Time & Effort

Boost efficiency and reduce the time spent on administrative or research-heavy duties.



Focus on Strengths

Utilize AI for areas outside your expertise, allowing you to concentrate on your core competencies.

 Embracing technology, especially AI, will not only set you apart but also empower you to build a more resilient and innovative business.

Resources to Get Started

Navigating the entrepreneurial landscape is easier with the right support. Here are some invaluable resources to help you launch and grow your business.



SCORE Mentoring

Access free, experienced business mentors who provide guidance and support tailored to your needs.



U.S. Small Business Administration (SBA)

Find funding opportunities, comprehensive training programs, and essential tools for small business growth.



Internal Revenue Service (IRS)

Obtain your Employer Identification Number (EIN) and detailed guidance on tax obligations for your business.



Local Community & Women Entrepreneur Groups

Connect with local networks and programs for peer support, mentorship, and specific community resources.



Online Learning Platforms

Utilize free courses and educational content on platforms like YouTube to continuously build new skills.

 Leveraging these resources can significantly reduce the learning curve and provide crucial support as you build your venture.

Final Encouragement

Embarking on your entrepreneurial journey doesn't require a perfect roadmap. The most important step is to begin.



Start Where You Are

You don't need to have everything figured out. Begin with your current knowledge, skills, and resources.



Leverage What You Have

Utilize your unique experiences and available tools. Innovation often stems from making the most of existing assets.



Build Step by Step

Break down your vision into manageable actions. Consistent, small progress accumulates into significant achievements.



Trust Your Process

Every challenge is a learning opportunity. Your journey is unique and valuable, even when it feels uncertain.

✔ Remember, your unique story and vision can create **income, impact, and freedom** for yourself and others.



Stay Connected

Aisha Bailey

Founder & Consultant, Clever University

If you need support or guidance as you embark on your entrepreneurial journey, don't hesitate to reach out.



Mentorship & Business Guidance

Expert advice and support available to help you navigate challenges and make informed decisions.



Ideation & Launch Support

Assistance in refining your ideas and building a solid foundation for your venture.

Contact:



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914-426-3760



You don't have to do this alone — support is available every step of the way.