

# Lesson Creation Guide

## Background

Saxxess24.com is a platform where **successful entrepreneurs** make extra income by creating and selling lessons they have learnt through their entrepreneur journey, to aspiring entrepreneurs who want to venture into business. They teach what they have learnt from practical experience, thereby providing invaluable guidance to learners who want to venture into business or those struggling.

Our platform is a special type of business mentorship.

The platform is operated by Pearsons Kerry PBC, duly registered in Zimbabwe.

## Who Can Create Lessons

1. Any successful entrepreneur who is running a successful business or businesses. Business size does not matter. From micro enterprises right up to large corporations.
2. Lesson creators must create a detailed profile that clearly showcases their entrepreneurial journey, success and achievements.

## How It Works

- ✓ Successful entrepreneurs create business lessons based on their experience in a particular type of business they are running and upload on the saxxess24 platform
- ✓ Lessons can be in video, audio and text format. Creator chooses which format they are interested and comfortable with
- ✓ Creator determines the price of each lesson with guidance from saxxess24.com
- ✓ Learners enrol on the lessons online. Free lessons are enrolled free and paid lessons are paid for
- ✓ Per each sale, Saxxess24 retains 25% as commission. Creators get paid at the end of each month for any sales made

## Lesson Structure and Content

Each lesson consists of an introductory video, topics and lectures.

- a. **Introductory video** – This video is created once and will be posted on every lesson a creator uploads. The video serves to introduce creator, giving their biography and the type and/or names of businesses they are into, where they operate from etc.
- b. **Topic** – Topics make up the lesson. Each topic talks about a specific subject matter on the lesson
- c. **Lecture** – Lectures are the actual teachings and they are uploaded under a topic. A lecture can be in video or written format. A lesson can have at least 1 lecture

- d. **Lesson Conclusion** should give personal advice and tips to learners about the lesson topic, based on the creator's experience.

## Type of Lessons

1. **ENTREPRENEUR JOURNEY** – this is an overall lesson about the entrepreneur's journey. Covers all businesses the entrepreneur is involved in – right from how the entrepreneur started, how they operate, the challenges faced, what makes them succeed etc. This can be anything above 20 minutes

Examples of lesson titles you can create under this:

- *My journey to entrepreneurial success*
- *How I have made it in the construction business*
- *How I left employment and ventured into business*
- *My road to success*

2. **INDIVIDUAL BUSINESS TOPIC/SUBJECT** – focuses on an individual topic specific to one particular business the entrepreneur is doing. This can be anything above 5 minutes.

### Topics to choose from

Below are business topics one can select, and questions you can answer

#### Idea generation and opportunity identification

- ✓ What made you want to start your own business
- ✓ What made you decide that you are now ready to start this business
- ✓ How did you come up with the business idea
- ✓ How did you identify the opportunity
- ✓ What made you choose this business
- ✓ Did you consider the risk involved and your chances of succeeding
- ✓ Did you have anything in place to fall back on in case the business didn't succeed

Examples of lesson titles you can create under this:

- *Why I chose to start a construction company*
- *How I came up with the idea of a butchery business*
- *Why I ventured into tobacco farming business.....*

### Starting the business

- ✓ What steps did you take to start the business
- ✓ What resources and/or equipment did you need before you start the business
- ✓ Did you have the required resources and how did you acquire the resources
- ✓ Did you consider the risk involved and your chances of succeeding
- ✓ Did you have anything in place to fall back on in case the business didn't succeed
- ✓ What challenges did you face in starting the business and how you overcame them

Examples of lesson titles you can create under this:

- ***How I started my construction company***
- ***How I ventured into butchery business***
- ***How I started tobacco farming business.....***

#### **Operating (Running and managing the business)**

- ✓ How do you run and manage the business on a daily basis
- ✓ Where and how do you source for inputs, raw materials or stock
- ✓ What pattern do you use when sourcing these and what factors do you consider in terms of timing and quantities
- ✓ What is the manufacturing or production process like
- ✓ What machinery or equipment is required and how do you get it
- ✓ Are there any registration and licensing requirements for the business
- ✓ How do you manage your business finance
- ✓ How do you hire employees
- ✓ How do you keep business records
- ✓ How do you find customers
- ✓ How do you advertise your business

Examples of lesson titles you can create under this:

- ***Running and managing my construction company***
- ***How I operate my butchery business***
- ***Running my tobacco farming business.....***

#### **Challenges faced in running this business**

- ✓ What are the challenges, obstacles and risks faced in this business
- ✓ How do you deal with these
- ✓ What strengths do you possess which make you overcome these challenges

Examples of lesson titles you can create under this:

- ***The challenges I face in my construction business***
- ***How I overcome the challenges in my butchery business***
- ***Qualities that make me overcome challenges in my tobacco farming business.....***

#### **Specific business experiences/encounters**

A creator can create a lesson based on a specific experience. This can include:

- ✓ When you prepared and made a presentation to potential customers, bankers, investors etc
- ✓ When you were nominated and received a business award
- ✓ When you met and networked with prominent and key people
- ✓ When you attended a trade or market fair locally or abroad
- ✓ When you experienced challenges on a business trip
- ✓ When you made poor judgement or decision and lost money, customers, investors etc

#### **How to succeed in a particular business type based on SWOT analysis**

- ✓ What entrepreneurial strengths are needed to succeed
- ✓ What weaknesses should be avoided
- ✓ What opportunities do exist in the type of business
- ✓ What threats are there in the type of business

Examples of lesson titles you can create under this:

- ***How I overcome challenges in my construction business***
- ***How I grab opportunities in my tobacco farming business***
- ***Challenges and threats faced in my butchery business***

#### **Investing profits generated from business**

- ✓ How do you invest your profits
- ✓ Why choose those investments
- ✓ What advice can you give to other people

Examples of lesson titles you can create under this:

- ***How I invest profits from my construction business***
- ***How I secure my future using profits from my tobacco farming business***
- ***How I invest using profits from my business***

## **Creating The Lesson**

To create a lesson, one can pick any topic or topics which they are comfortable with. There is no limit to the number of lessons one can create.

**Step 1.** Choose the topic you want to talk about, be it your entrepreneur journey or individual topic as outlined above

**Step 2.** Take notes down, on what you will talk about, to guide you

**Step 3.** Choose the format that you want – Is it video or written lesson

**Step 4.** Record the lesson on your own at your spare time OR we can record you at the time and place convenient to you. For written lessons, you can write the lesson down on your own or we can record a video or audio of you talking then we transcribe into text format.

**Step 5.** Registration and uploading on lesson on our platform. To upload the lesson, you register or we help you register on our platform. You must create a profile that clearly showcases your entrepreneurial journey, success and achievements. Your account dashboard will show your detailed profile, the list of lessons you have created and the number of learners who have enrolled to date.

**Step 6. Set a Quiz or Questions.** To help students understand better, set some questions at the end of the lesson, simple questions just to help students absorb what they have learnt.

## Get started Now

**Already recorded lesson:** If you already have lessons done before please send to us on whatsapp **+263 778854650** or on email [marketing@saxxess24.com](mailto:marketing@saxxess24.com)

**Self-recorded lesson:** Record your lesson on your own and then send to us on whatsapp **+263 778854650** or on email [marketing@saxxess24.com](mailto:marketing@saxxess24.com)

**Assisted lesson recording:** We can do the recording using our equipment. Contact us on WhatsApp or call **+263 778854650** or email to [marketing@saxxess24.com](mailto:marketing@saxxess24.com) to schedule an appointment with us to record your lesson. We are aware of your busy schedule therefore we are very flexible on the time, day and place of recording.

**Need Help?** WhatsApp or call **+263 778854650** or email to [admin@saxxess24.com](mailto:admin@saxxess24.com)