



HOMESTEADERS & SMALL BUSINESSES

Scholarships for Veterans or grant funding may be available. Contact Dr. Tabitha for free consultation to determine eligibility.



ENTREPRENEURSHIP ESSENTIALS

WEEK 1
NOV 3&6
FEB 2&5
1:30-3:00 PM

ENTREPRENEURSHIP & MARKETING

- Why Most Entrepreneurs Fail
- Marketing: Product/Service Tour, Value Ladder,
- Get Some Customers

WEEK 2
NOV 10&13
FEB 9&12
1:30-3:00 PM

MARKETING & FINANCIAL STRATEGIES

- Marketing Copy & Plans
- Know Your Numbers: profitability & break even

WEEK 3
NOV 17&20
FEB 16&19
1:30-3:00 PM

FINANCIAL STRATEGIES

- Cash Flow Budgeting
- Growing Your Business: Growth Mapping
- Your Business Model Playbook

YOU!

WHO IS THE PROGRAM DESIGNED FOR?

Early stage entrepreneur/homesteader who is looking to:

- Build basic business acumen & understanding of your dream business
- Improve overall knowledge in finance, strategy, operations, growth & marketing
- Those motivated to turn their craft into a business

VALUE

PARTICIPANTS RECEIVE

- Resource platform: **LIFETIME ACCESS** to the course online, pre-recorded presentations, course manuals, scripts & exercises
- Coaching: 1 individual coaching session (60 min)
- Tools: 16+ ready to use worksheets
- Certificate: Upon successful completion, participants will receive a completion certificate.

NOV 2025 & FEB 2026

10 HOURS OF TRAINING

Dr. Tabitha Garvin-Betancourt
Organizational Development Consultant
406-459-2746 * Tabitha@BigSkyWay.biz



Register Now
Pay Later



ENTREPRENEURSHIP ESSENTIALS

WHY?

"98% of attendees agree our education is a valuable investment in the future of their organization"

HOMESTEADERS & SMALL BUSINESSES

TRANSFORM YOUR SMALL BUSINESS INTO A THRIVING, SUCCESSFUL LEGACY

Within 5 years, most startups fail. This is due to a variety of reasons, such as poor product/service, wrong target audience, poor marketing copy, and running out of cash. They have worked hard on their craft and assume that their technical skills will automatically translate to business skills. Clouded by their technical hubris, they believe that since they are good at the technical side of the business, they understand how to run a business that does technical work. To transition from the craftsman dilemma, another skill must be mastered – business skill. ** This course is designed to provide research-based and practical skills for developing a health business that can stand on its own two feet.

FEE

WHAT IS THE COST FOR THE TRAINING?

- 10 hours of your valuable time, plus some out of class work based on your needs
- \$650 (Scholarships for Veterans, or grants may be available based on eligibility)

DELIVERY

HOW WILL YOU GET TRAINING?

- Group sessions will be held via Zoom & recorded for review or absences
- 9 sessions total on Mondays & Thursdays from 1:30 - 3:00 pm. June 2, 5, 9, 12, 16 & 19
- 1 individual coaching session during June, in-person or virtual depending on proximity

DR. TABITHA GARVIN- BETANCOURT



MEET YOUR INSTRUCTOR/COACH

Dr. Tabitha holds advanced degrees in education and psychology, with over 10 years of consulting for financial institutions, has successfully launched 3 nonprofits, and has been homesteading for over 6 years. Dr. T is passionate about helping people learn, grow and go after their dreams and aspirations.

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