BUSINESS PROSPERITY PROGRAM

EMPOWERING WOMEN ENTREPRENEURS TO MASTER THEIR MONEY

ALICIA STINGLEY

OVERVIEW

The **Business Prosperity Program** *is a* ***5-session*** *program designed to* ***equip women entrepreneurs*** *with the knowledge and tools needed to confidently* ***manage business finances****, i****ncrease profitability****, and* ***build long-term wealth****. This hands-on, action-oriented course covers essential financial skills through engaging discussions, interactive exercises, and real-world applications.*

Who This Program is For:

This curriculum is designed for women entrepreneurs who want to:

✅ Overcome limiting beliefs about money
✅ Organize and manage business finances effectively
✅ Build business credit and secure funding
✅ Understand financial statements and profitability
✅ Scale and grow their businesses strategically
✅ Plan for long-term financial security

CURRICULUM

Session #1
MIND THE MONEY

Session #2
MANAGE THE MONEY

Session #3
MAKE THE MONEY

Session #4
MULTIPLY THE MONEY

Session #5
MOVE THE MONEY

Business Prosperity Program

Session #1

MIND THE MONEY

Financial success is influenced by mindset as much as by strategy. Many entrepreneurs unknowingly hold limiting beliefs about money that hinder their progress. This session uncovers and reframes these beliefs, identifies common financial roadblocks, and sets the foundation for confidence and financial empowerment. Define what success looks like in your business.

Key Topics:

- Identifying and reframing limiting beliefs about money
- 10 common financial blocks that restrict business growth
- Developing a personal money affirmation strategy
- Envision what you want for your business and life to look like.

Deliverables & Resources:

✓ Homework: Identify a key money belief to work on and journal its impact

✓ Activities: Group discussion, self-reflection exercises

✓ Resources: Money mindset worksheets, Vision planner.

Session #2

MANAGE THE MONEY

A well-managed financial system is essential for business success. This session provides entrepreneurs with the tools to separate business and personal finances, implement a structured financial management framework, and build business credit for future growth and funding opportunities.

Key Topics:

- Separating personal and business finances
- Budgeting and money allocation
- Understanding and improving business credit
- Choosing the right financial software (QuickBooks, Wave, FreshBooks)

Deliverables & Resources:

✓ Homework: Select and set up a financial tracking system
✓ Activities: Expense tracking exercise, business budgeting
✓ Resources: Curate a list of CPAs, Bookkeepers, Bankers and Financial Planners

Session #3

MAKE THE MONEY

Financial planning is a critical component of building a profitable business. This session teaches strategies for revenue generation, pricing optimization, and profitability, ensuring that entrepreneurs can analyze their finances, set realistic goals, and align their pricing and marketing efforts to maximize earnings.

Key Topics:

- Reviewing and optimizing business plans
- Understanding financial statements (P&L, Cash Flow, Balance Sheet)
- Setting pricing strategies for profitability
- Aligning marketing with revenue goals

Deliverables & Resources:

✓ Homework: Draft financial goals and revenue growth plan
✓ Activities: SWOT analysis for business finances, Creating a marketing strategy
✓ Resources: Business plan templates, Financial Statements, SWOT analysis tool

Session #4
MULTIPLY THE MONEY

Earning money is only part of the equation—wealth creation happens by making money work efficiently. This session introduces investment strategies, retirement planning options, and business expansion techniques that allow entrepreneurs to grow their financial resources beyond daily operations.

Key Topics:
- Investing basics (stocks, bonds, ETFs, REITs)
- Retirement planning for entrepreneurs (SEP IRA, Solo 401K)
- Scaling a business for long-term profitability

Deliverables & Resources:
✓ Homework: Create a business investment strategy
✓ Activities: Investment risk assessment, 7 Steps to Investing Workbook
✓ Resources: Investment platform guides (Schwab, Fidelity)

Session #5

MOVE THE MONEY

A sustainable business requires long-term planning. This session focuses on business continuity, estate planning, and financial legacy, ensuring that entrepreneurs have a strategy to protect assets, secure their business's future, and pass down wealth effectively.

Key Topics:

- Business continuity and succession planning
- Insurance essentials for entrepreneurs
- Estate planning (wills, trusts, wealth transfer strategies)

Deliverables & Resources:

✓ Homework: Develop a basic business succession plan

✓ Activities: Risk assessment exercise for business security

✓ Resources: Estate planning guides, insurance comparison tools, business continuity templates

Your Instructor

ALICIA STINGLEY, MHRM, MBA

Financial Advisor and Money Mentor

Alicia Stingley, Founder of Allyn Financial is a Financial Advisor, Coach and Educator with over 20 years' experience in the financial services industry. She is a Licensed Investment Advisor Representative, Licensed Insurance Agent, Certified Financial Coach, and Certified Financial Education Instructor.

She has a mission to empower women to create wealth by investing in stocks, businesses and real estate. Alicia has advised thousands of women and shares the strategies that she has personally used to go from bankrupt to having multiple successful businesses and passive income streams.

Alicia obtained her Bachelor's degree from Marquette University; and went on to obtain an MBA in Finance and a Master's in Human Resource Management from Keller Graduate School.

A recent transplant to Charlotte, NC, Alicia loves to travel the world on adventures; attend live sporting events; dance to all types of music; and spend time with close friends and family. She can be reached at alicia@aliciastingley.com.