

**GIVE IT TO THE PEOPLE®**

# **2022-2023 CURRICULUM**

**CHISA PENNIX-BROWN, MBA**



SCAN TO DOWNLOAD







CHISA PENNIX-BROWN, MBA

*Virtual Educator*

LET'S CONNECT



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Chisa D. Pennix-Brown is a Virtual Educator and Mental Wealth Life Stylist. She is best known for her award-winning company, Lady Bizness.

She is the Chief Curator at her new company, Give it to the People®, which is a lifestyle brand focused on curated events for entrepreneurial Mental Health, Business Growth, and Education.

Chisa is also a podcaster and host of Real Ass Affirmations podcast which provides an additional outlet to inspire and build confidence as it has garnered over 220K downloads.

She is also a self-published author of Amazon Best Selling book, The 90 Day Focus: Your Action Plan for Success. Chisa is committed to helping entrepreneurs navigate the imperfect imbalance of self-care while making money through authentic social engagement, networking, and marketing.

# **TIME MANAGEMENT SUMMIT**

**BEST HELD IN DEC/JAN/MAY/JUNE**

Learn how to plan your year with Confidence! Happy New Year...and then what? We get really hyped about the New Year, but once the ball drops entrepreneurs go into panic mode. Why? Well, the answer is that you didn't actually plan for your business to be successful. The Time Management Summit is here to reduce your anxiety and help you plan!

## **Strategic Planning for the Year**

Entrepreneurs and Business Owners want to find a balance in between work and play. This seminar is here to let you know that it does not exist. However, this lively course helps you to discover how ways to streamline your business so that your personal life can co-exist and bring you more success internally and externally.

Attendees can expect to gain insight on creating:

- A Schedule that will allow you to plan better for each week of the year
- A Marketing Plan
- An Automation of Tasks

All of this will allow you more free time to work in the business instead of on the business. If you can dedicate 4-8 hours per month to ensure your success and create consistency, this is the workshop for you.

## **90 Day Content Plan**

Creating your Content Plan is a Big Deal. This lively seminar will teach you how to come up with content in 90-day increments to keep you on track for the 1st Quarter of the year. This technique will allow you to immediately plan your agenda and create a calendar that will allow you to have plenty of content every month. Attendees are encouraged to bring calendars and a note pad.

## **Content Scheduling and Automation**

This course is designed to help you automate your online marketing. Attendees will have a variety of tools to use to help tame the social media beast and make it easier to create consistent content. This workshop will help attendees save time and energy.

Hosted by Chisa Pennix-Brown, MBA NC's #1 Small Business Facilitator, Virtual Educator

Bring your calendar and a note pad. We also suggest having a Facebook and Instagram Business Account set up prior to class and using Google/Gmail or another scheduling application when taking this course.



# CONTENT MARKETING SUMMIT

## How to Create Consistent Content

Staying consistent is how the best marketers can stay ahead of the competition. You are busy running your business and that is a huge task. This workshop will discuss the tools needed to create and manage your brand's content. Attendees can expect to have a clear path to create consistency via templates, themes, and finding content sources.

## 90 Day Graphics Content Plan

Graphics are a huge part of what attracts people to your brand. Canva is one of the leading graphic design programs that packs a big bang for your buck. In this lively webinar, we will walk through various graphic sizes, photos, creating animated posts, and consistency. NOTE: Attendees should have either a free or paid version of Canva.com to make the most of this presentation. It can be used on a phone, tablet, or computer.

## Content Scheduling & Automation

This course is designed to help you automate your online marketing. Attendees will have a variety of tools to use to help tame the social media beast and make it easier to create consistent content. This workshop will help attendees save time and energy.

Hosted by Chisa Pennix-Brown, MBA NC's #1 Small Business Facilitator, Virtual Educator

Bring your calendar and a note pad. We also suggest having a Facebook and Instagram Business Account set up prior to class and using Google/Gmail or another scheduling application when taking this course.





# CANVA MARKETING SUMMIT

Canva is a great tool to use to creating your branding assets. This Summit will have you ready to be a power-user on the platform.

## **Canva for Beginners**

Understanding how Canva works and what you do with the platform will help you to keep your graphic design in house and save money. Attendees of this lively workshop will be able to understand how to use the navigation, create a brand kit, choose fonts, use your own photos and logos, while developing your visual brand.

## **Great Graphics and Templates with Canva**

Graphics are a huge part of what attracts people to your brand. Canva is one of the leading graphic design programs that packs a big bang for your buck. In this lively webinar we will walk through various graphic sizes, photos, posts inside of this platform.

## **Outstanding Videos, Apps & Tools with Canva**

Canva can be used to create some Outstanding Videos that enhance the look and feel of your brand. Video has become a dominant aspect of many social media outlets. This lively workshop will give you options for video creation plus show you how you can use various apps inside of Canva. Attendees will also learn how to use the internal tools for scheduling posts.





# BIZ UPGRADE SERIES

## Upgrade Your Brand

Every business needs a cohesive branding message and vision. This informative webinar will provide you with a BRAND UPGRADE CHECKLIST! All with the goal of creating a better brand and successful marketing campaigns. Attendees can expect:

- Individual goal setting to enhance your brand
- Content Creation & Branding Tips
- Visual Aesthetic Ideas for Continuity
- Real World examples & tools

## Upgrade Your Tech Tools & Streamline Your Business

All businesses want to make marketing easier and more cost-effective. This lively workshop will help you learn: Tech Tools to help you gain content, to help you automate your business, to integrate with your event & email marketing, and to help with your graphic design projects.

## Upgrade Your Social Media

Choosing the right social media can be a daunting task for any business. Technology changes, algorithms, and what's "in" is ever changing. This lively webinar will point you in the direction of improvements you can make in existing social media platforms like Facebook, Twitter, Instagram, LinkedIn, Pinterest, TikTok, and Clubhouse.

Attendees can expect:

- Apps that work with each platform
- Trends that will increase engagement

## Upgrading Your Website

Your website is the HUB for your business. This informative webinar will provide the WEBSITE UPGRADE CHECKLIST! Attendees can expect:

- Learn what to put in your website
- Design Elements and Apps
- Imagery, SEO, and blog tips





# DIGITAL DOLLARS SERIES

## Creating Digital Products for Your Business

Digital Products are a great way for entrepreneurs and business owners to show their expertise and expand their branding efforts. Make money while you are sleeping by selling your knowledge one download at a time.

This lively workshop will discuss a variety of sites, templates, and options for you to create your own

- E-books
- Whitepapers
- Catalogs
- Guides, and more for your business

## How to Create Webinars

Webinars are the way to connect with your customers, clients, and business associates RIGHT NOW! They are a great way to teach people new skills and provide a new form of income for business that want to showcase their expertise and knowledge base. This lively seminar will discuss:

- Various Webinar Platforms
- Content and Tools Needed
- Cost and Time Investment
- Best practices to monetize your webinars

## How to Create an Online Course

Online courses are a sure way to make money with your expertise. Plenty of people want an easy way to know "how to" do something. Businesses that want to expand to an online stream of income are sharing their knowledge and making residual income. If you have a skillset that can be turned into a class this is the perfect time to learn how to do it.

This lively webinar will discuss various platforms such as Teachable, Thinkific, and LearnWorlds. We will discuss:

- Tools to use
- Accepting Payments
- Set up
- Types of courses to offer







# BUILD A BETTER BUSINESS SERIES

## How to Be a Better Vendor and Make Money at Events

If you are a maker or a reseller of products there are key things you need to know before you pay a vendor fee for an event. This webinar will provide you with the knowledge you need to make better decisions, search for events, and make more money. Plus you will learn other elements to consider to provide a better customer experience that gets the sale.

## How to Host a Pop Up Shop

Do you have a desire to help other business owners sell their goods and services? If so, you may want to consider starting a business hosting pop up shops. This lively webinar will give you all the information you need to know to help you find a great location, price your services, and attract the vendors that will pay you, along with the customers that will pay them.

## How to Create a Coaching Business

Are you great at a particular skillset? If so, that means that you can tell someone else how to start or improve themselves. Coaches come in a lot of different varieties and this webinar will show you what you need to do to start a business as a coach. We will go over your website needs, tools, and messaging that attracts your ideal client.

## How to Market Your Coaching Business

Being a Business Coach or a Life Coach is an exciting business that allow you to help with the development of others. While, you do not have to be certified to do either business it is good to know what to consider having in place to make your business flourish.

This lively webinar will help you to create a marketing plan that is suited to your niche in coaching.





# PUBLIC RELATIONS SERIES

## How to Develop a Media Kit for Business

A media kit is a document containing information about your business, product, or event. Every business should have a media kit that highlights their value, services, and accomplishments. This lively workshop will show you how to create a media kit using Canva. We will provide the tools you need to create a template for a one-sheet and a short presentation style media kit.

FYI: Attendees should create a free account on Canva before starting this class.

## How to Write a Press Release for Your Business?

Press Release are how many businesses get interviews on tv, radio, podcasts, newspapers and magazines. If your business wants more attention and to be in the public eye regularly then you should attend this informative webinar. Attendees can expect to learn:

- What goes in a press release
- What type of press releases should be sent?
- Where to send a press release?
- How to repurpose the press release for your marketing plan?
- How to plan press releases for the year?

## How to Get Booked on Podcasts?

Being a guest on a Podcast is a great way to showcase your brand and individual expertise. Interviews allow your business to be introduced to a new audience.

But, how do you get booked on podcasts? This lively workshop will teach you:

- What do you need to have to be booked?
- Where to find podcasters?
- How to leverage your social media to get booked?

If you want to position yourself as an authority in your niche being a guest is an easy way, one episode at a time



# SELF PUBLISHING SERIES

## **Self Publishing for Business Owners**

Writing your own book is a task that can be hard if you don't where to start.

This course will help you discover:

- How to write your book
- Where to get ideas
- Getting your book online
- Selling your book

We discuss ISBN numbers, bar codes, selling on Amazon, and selling directly through your own website. This is a great class for someone who wants to become a publisher and author all in one!

## **Marketing Your Self Published Book**

Your book is written and now it's time to sell it. This lively webinar will provide you with proven and creative ideas that can help you to sell your book.

This course will help you market via social media and in-person tactics. We go past your website and Amazon to give you options to get your books on shelves and in people's hands. Get your book the attention it deserves.

## **Using Video & Audio to Market Your Book**

We know you want people to read your book, but there are plenty of ways to use video to market the book and attract your ideal reader. This course will teach you how to create, use, and maximize video on a variety of social media outlets. Not only that we will show you how you can turn your book into an audiobook which is great for additional reach.

## **How to Make More Money & Develop Additional Products from Your Book**

The book you wrote is great, but you want to expand your monetary reach past a person buying one copy. This course will teach you about adding a workshop, retreat, class, tangible products, and a membership that can accompany your book.



# INSTAGRAM SERIES

## Instagram for Beginners

Instagram is a platform that is loved by many. This platform allows you to market your business with photos, and videos. Learn how to set up your account for success in this beginners course.

Attendees can expect to learn How to:

- Understand The Navigation
- Optimize Your Profile
- Add a Link to Your Profile
- Using & Following Hashtags
- Creating an Engaging Atmosphere for Followers

Attendees should create an Instagram account before attending class so that they are prepared when we start.

## How to Use Instagram Reels

Instagram is a great way to market your business. But, have you created Reels before? Reels is the new flagship of the platform and they help to increase engagement and gain followers. This lively webinar will show you:

- Create a Reel from Scratch
- Access Music to Add to Your Reels
- Show you how to find Trending Sounds
- Provide Ideas for an Engaging Series

Attendees should already have an Instagram Business Account to take full advantage of this workshop. Please note that this is NOT a beginner's workshop!

## Upgrade Instagram for Your Business

Instagram has changed drastically since its inception. We will show you how to take your Instagram account to the next level. Learn what direction to market in using reels, emojis, gifs, geolocation, hashtags, and apps.

Attendees should already have an Instagram Business Account to take full advantage of this workshop. Please note that this is NOT a beginner's workshop!





# VIDEO MARKETING SERIES

## Creating Videos for Business Using Canva

There are many ways in which business owners can share their business with potential clients. This seminar focuses on showing attendees how they can market their businesses using video. Come prepared to take home a large amount of information that can help you make your business successful.

## Video Apps & Creation Tools

Video Marketing is here to stay and savvy business owners want to harness that energy to attract and acquire new customers. Join us for this one-day Summit to show you more than you thought you could do with video from the palm of your hand.

There are many ways in which business owners can share their business with potential clients. This seminar focuses on showing attendees how they can market their businesses using video. Come prepared to take home a large amount of information that can help you make your business successful.

## How to Create a YouTube Channel

YouTube is a great visual tool that businesses can use to connect with their audience. Allow your business to use video to expand it's reach. This webinar will teach you the following:

- How to start a YouTube for your business
- How to create videos
- How to integrate YouTube into your current marketing plan
- How to connect YouTube to your other Social Media Account

## How to Livestream for Business

Livestreaming is a popular way to give information, market your brand, and sell products. In this lively webinar we will cover platforms such as Instagram, Facebook, YouTube, and LinkedIn. Expect to gain insight on additional livestreaming services, apps, tools and tips to help you rule the internet and stand out from your competition Livestreaming creates customer loyalty and showcases your brand to your customers. Many companies are embracing the idea of selling online and even creating consistent shows to keep customers engaged. This lively webinar will discuss:

- Various social media platform you can use to livestream
- Ideas for selling products and services with tips for livestreaming
- Apps to manage their livestream





# WHAT DO YOU NEED? SERIES

## Choosing the Right Social Media: What Do You Need?

You have a business and now need to make decisions on where to focus your energy on social media. There are thousands of social media options for businesses to choose from. This lively webinar will narrow your selection down and give you the pros and cons of the most popular based on your business type and niche. We will discuss best practices, posting times, and how to increase engagement.

## Online Store vs a Traditional Website : What Do You Need?

Have you been thinking about setting up an online store? Now is the time to learn. Making money online is a goal for every entrepreneur. Deciding on whether to have a traditional website or just set up a stand-alone store is a big decision.

This lively webinar will compare your goals for a traditional ecommerce enabled website with that of a templated online store for your products and services. Expect to cover various types of stores for different business niches that will help you make a more informed decision.

## Starting a Side Hustle : What Do You Need?

Starting a business requires a plan. A Side Hustle is a business that you create to enhance your income, but it doesn't have to be full-time. Attend this lively workshop to see what steps you need to take to legally have a side hustle. You'll also learn about:

- Setting expectations
- Time commitments
- Pricing and Financials
- Ideas about different types of side hustles

## Maximizing Social Media for Business: What Do You Need?

This course is designed to help you put the pieces together. If you have a disjointed strategy or no strategy at all this course will help you to navigate your current marketing plan and enhance it with proven social media strategies. This hands-on workshop will enable attendees with the skills to do the following:

- Find targeted content that they can share with their audience
- Connect all their social media outlet to maximize reach





# NONPROFIT MARKETING SERIES

BEST HELD IN AUG/OCT/NOV

## **The Nonprofit Marketing Plan (1.5 hours)**

Nonprofit groups and organizations are businesses, but they operate differently and therefore need their own marketing plan. This Workshop will help your nonprofit build a Custom Marketing Plan for success that incorporates Social Media and takes your top 5 marketing areas.

## **How to Create Content for Your Nonprofit**

To share online you must create content. Writing your verbal content and pairing it with rich media is how you get people to pay attention. Learn what works best of various social media sites. This lively webinar will discuss using photos, graphics, and videos to drive traffic to your website and increase engagement and donations

## **How to Create a Crowdfunding Campaign for Your Nonprofit**

Nonprofits are typically great at the service they provide. However, many nonprofits are not great at asking for money. Add in the online component and that's another uphill battle. This webinar will make it simple for you to create your own crowd funding campaign that your board, volunteers, and donors will love.

## **How to Prepare Your Nonprofit for Giving Tuesday**

Every year donors give their largest donations in November and December. The largest day for those donations to come in is Giving Tuesday, which is December 1. Join us for the lively webinar to create your marketing strategy to bring in more dollars this year.







# SOCIAL MEDIA SERIES

## TikTok for Beginners

TikTok is video based platform that is helping businesses gain a lot of attention. Join us for the webinar to see how your business can leverage this platform to create a following and drive sales. This workshop is particularly great for speakers, information based businesses, podcasters, and those looking to become influencers.

## Amplify Your LinkedIn

This webinar is for those that already have LinkedIn This webinar is for those that already have LinkedIn Account and want to maximize its use. This webinar will help attendees understand:

- Securing Your Unique URL
- How to add in events on the platform
- Using Articles to Grow
- Your Influence In Account and want to maximize its use.



# MAKE YOUR OWN

## Choose any of the Webinars Listed

Make Your own series by combining your favorites.

If it is a one-day summit there must be 3 webinars on the same day starting at 10am or 11 am.

If you are choosing weekly classes we will try to keep the days/times consistent if possible.





# FEES

## ALL WEBINARS ARE \$200 PER HOUR

- Webinars are 1-1.5 hours depending on what is chosen
- FYI: I am available to do a Summit on a Saturday

ONLINE SUMMITS ARE \$800 AND INCLUDE A 1 HOUR WEBINAR AND 2 1.5 HOUR WEBINARS.

IN PERSON SUMMITS START AT \$1500 AND WILL VARY DEPENDING ON DISTANCE.

### PROPOSED

Online Summit Agenda

11 am - 12:30 pm

12:45-1:45 pm

2 pm - 3:30 pm

### PROPOSED

In Person Summit Agenda

10 am - 11:30 am

11:30 am-12:30 pm LUNCH

12:30 pm-1:30 pm

1:45pm - 3 pm

### PROPOSED

In Person Summit Agenda

9 am - 10:30 am

10:45 am-11:45 am

12 pm - 1:00 pm LUNCH

1 pm-2 pm



# CONTACT

**CHISA PENNIX-BROWN**

**336-809-8851**

**[ladybiznessonline@gmail.com](mailto:ladybiznessonline@gmail.com)**

**"I'm still using this email until the end of the year."**

**Feel free to add the new email to your database**

**[giveit2thepeople@gmail.com](mailto:giveit2thepeople@gmail.com)**

**EIN #88-100724 & W9 ATTACHED (next page)**





## Request for Taxpayer Identification Number and Certification

Give Form to the  
requester. Do not  
send to the IRS.

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type.  
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>CHISA PENNIX</b>	
2 Business name/disregarded entity name, if different from above <b>GIVE IT TO THE PEOPLE</b>	
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.  <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate  <input checked="" type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ <b>P</b> <small>Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</small>  <input type="checkbox"/> Other (see instructions) ▶	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any) _____  Exemption from FATCA reporting code (if any) _____  <small>(Applies to accounts maintained outside the U.S.)</small>
5 Address (number, street, and apt. or suite no.) See instructions. <b>1301 NEW GARDEN ROAD #433</b>	Requester's name and address (optional)
6 City, state, and ZIP code <b>GREENSBORO, NC 27410</b>	
7 List account number(s) here (optional)	

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number	
[ ] [ ] [ ] - [ ] [ ] - [ ] [ ] [ ] [ ]	
or	
Employer identification number	
8 8 - 1 2 0 0 7 2 4	

### Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶ <b>1/11/23</b>
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### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*