

*P3 Academy
of Social
Entrepreneurship*



Where Purpose, Planning and Implementation
Create Prosperity

INTERNSHIP PROGRAM For Women Veterans

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P3 Academy

INTERNSHIP PROGRAM

For Women Veterans

INTRODUCTION

As a woman entrepreneur, mother of a Marine Corps Veteran, grandmother to a Marine Corps JROTC Lance Corporal, it has been my heart's desire to help our Veterans. After having done significant research, while certainly not perfect, male veterans have far more resources for assistance when it comes to job reintegration, and/or building new skills to enter the world of entrepreneurship. That's why we focus on serving women Veterans to provide their skills, knowledge and expertise in support of existing small business owners to grow themselves and help the world of small business grow.

I am V. Lynn Hawkins, CEO of the P3 Academy of Social Entrepreneurship, where our mission is about helping entrepreneurs and small business owners to build and grow business in a rapid sustainable manner that supports them individually and small businesses collectively. It has become increasingly clear that there are few of us, especially minorities who are supporting each other in business growth for several reasons, the biggest being that we are so focused on our own that helping others is truly a good second thought.

That's where the P3 Academy shines. The majority of new businesses being started in the last 5 years are women owned. Women hold more than 85% of the buying power in the US economy. Women supporting women owned businesses is growing at an all-time rate of success. The drawback is that the minority businesses are not growing at the same rates or similarly being supported.

The business owners that have gone through our programs have repeatedly expressed the need for having reliable resources to do the things that require the time and effort that they must expend, keeping them from building business relationships, growing business, and thus growing their revenue. This issue is prevalent across the board and our women Veterans are almost invisible in this sector of our economy. It is time to change that.

Internship programs are not new; however, they have been under utilized in the innovative ways like what the P3 Academy is providing.

We invite you to partner with us as we launch the first group of interns through the program.

THE INTERNSHIP PROGRAM

Concept and Goal

The concept was conceived from a Divine answer to Lynn's request to God ... "I want to grow. I'm doing everything myself. How can I do this?" As a student of various intern programs herself over the years, hiring interns while an executive in the corporate arena, and while creating her own business, Lynn has seen the value and the benefit to both the mentor and the intern. It is in that space that she has created this Internship Program for Women Veterans.

The goal of the program is simple ... create through hands on training, valuable service providers in their areas of interest, to provide the support and opportunity to work with one or more entrepreneurs while learning to hone and enhance their craft.

Our objective is to take 10 to 20 women through the 90-day program which will provide them with a thorough knowledge of the system and market silo they select. These are paid and unpaid internship opportunities. Selections for positions are based on mutual agreement and are made based on the Vets area of interest. The internship program is a commitment for the full 90-days.

Why 90-days?

Studies have revealed that a training cycle of less than 90-days may not provide the trainee with the opportunity to learn all the aspects and facets of that particular market silo. Because there are numerous opportunities to learn a market, and some job silos intersect, 90-days gives the opportunity for cross-collaboration, for trainees to share their own knowledge and experiences, and it provides an opportunity to learn the bigger world of several business markets.

Program Advantages for Trainees

There are numerous benefits for Trainees, and here are a few:

- Hands on training from those running businesses who need your help
- The internship programs are expending thousands of dollars in direct training
- Trainees will learn new marketable skills, or enhance existing skills
- Trainees will be inspired by the real-time work that these entrepreneurs are doing, while they are assisting in growing the business
- Trainees become part of a network of nonprofit and for-profit businesses to obtain:
 - Promotional exposure working in the program
 - Conditional endorsements for paid positions they may apply for post-internship
 - Do outstanding work and get a glowing written professional recommendation for the position being sought because of the internship

Examples of Entrepreneur Projects

This is a short list of some of the projects that an intern can apply to work with and acceptance is not necessarily based on your direct skills, rather on transferrable skills to fit the needs of the project. Selection is also based on your desire, coachability, and commitment to the vision and mission of the individual project.

Projects/Jobs Being Supported:

1. Live and Recorded Podcast Shows (News, Interviews in various market segments)
2. Live and Recorded Web-TV Shows (News, Interviews, Product Sales, Events, etc.)
3. Marketing & Visibility (Social Media, Direct and Email Marketing)
4. Graphics Design
5. Media Outreach
6. Fundraising
7. Customer Relationship Management
8. Administrative Services (Appointments Management, Guest Outreach, etc.)
9. Video Production

What's Available for Interns to Help Decide

We know that there are a lot of components to the above list of projects the program can support. Because of that, we will be conducting informational webinars and providing recordings to webinars that will assist in answering that question.

We anticipate that we will be bringing in more entrepreneurs and small business owners who are interested in Interns helping to build their business, and with the intention to establish a long-

term working relationship that includes a salary that is commensurate to the type and amount of work being done by an intern turned employee. That's what is exciting for us.

We intend for this to become a viable resource for both Interns and those wanting to hire them.

We are also constantly seeking sponsors to fund our Internship Program so that we have the resources to supplement an Intern's income while going through the program. While we are not promising top level pay at any stage of the game, we are promising opportunity.

Our goal is to have interested Interns and entrepreneurs who are making matches, glowing businesses and growing revenue so that all are fairly compensated. With the support of our sponsors, we envision that will be a reality and contribute to a thriving, more robust economy.

Internships are all starting as part-time, 10-hours per week, 40-hours per month. It is possible that a Veteran Intern could be a part of the program while working another job.

Our current list of Open Opportunities begins on the next page of this package.

We look forward to working with you to identify interested Women Veterans who want to explore this sector of business and provide themselves with a new and promising look into their futures.

Empowering More to SOAR!

Lynn



V. Lynn Hawkins

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Ask Me About...

- **Innovative Strategies for Small Business Growth and Development**
- **Private Placement Funding Options**
- **Crowdfunding for Business**
- **Goddesspreneur DIAMOND Inner Circle Mastermind for Women**

P3 ACADEMY OF SOCIAL ENTREPRENEURSHIP

INTERNSHIP PROGRAM for Women Veterans

LIST OF OPEN OPPORTUNITIES

The following is a list of opportunities currently available for placement in the Internship Program. All those interested are asked to submit a resume to the following email address. All emails will be responded to within 48-72 hours of receipt.

Please email: info@p3academy.com

OPEN OPPORTUNITIES IN BRIEF:

- 1. Social Media Assistant (multiple opportunities)**
 - Assists with pushing specifically designed messaging into various social media channels (Facebook, YouTube, Twitter, Instagram, Pinterest, LinkedIn, etc.)
- 2. Associate Podcast Producer (multiple opportunities)**
 - Assists with the production of podcast shows
 - Sets podcast schedules
 - Assists with obtaining, scheduling and onboarding guests
- 3. Assistant Producer Web-TV (multiple opportunities)**
 - Assists with weekly show productions
 - Sets show schedules and confirms guests
 - Assists with obtaining, scheduling and onboarding new guests
- 4. Training Coordinator (multiple opportunities)**
 - Assists with coordinating a trainer's schedule to deliver training material, either online or in person
 - Assists with acquiring new training opportunities
- 5. Content Curator (multiple opportunities in health, wealth, and business)**
 - Conducts research to secure content for use in newsletters, blog articles, etc.
 - Provides research results based on the topics requested
- 6. Video Production Assistant**
 - Works with Assistant Producer of WebTV show(s)
 - Manages the video library on the website or in a membership platform
 - Manages the video access based on membership protocols

OPEN OPPORTUNITIES IN BRIEF: -cont.

7. Video Editor Assistant

- Works with the Video Editor to assist in reviewing footage for placement
- Assists in creation of commercials, infomercials, training videos, and web content
- Assists with placement of intros and outros for videos

8. Graphic Designers

- Procures topic specific quotes and royalty-free images or licenses images of her own to product quality quote images
- Creates marketing material (business cards, flyers, etc.)

9. Copywriters

- Assists with writing email auto responder copy
- Assists with writing blog articles
- Assists with writing website copy based on the immediate project

10. Sales Assistants

- Assists with making calls for new business appointments and follow up calls
- Can use a script with ease to make it their own powerful phone conversation
- Assists with creating and testing sales funnels

11. Membership Coordinators

- Assists with managing members of a group
- Assists by communicating with the members of a group on behalf of the group owner
- Assists group owner with growing the membership

12. Guest Services / Relationship Management Assistants

- Assists with creating and/or administering customer retention programs
- Assists with customer outreach for surveys
- Assists with customer outreach for invitations to special events and opportunities

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