



**The Most Advanced
Youth Entrepreneur Training Program
In Metro-Atlanta**

www.publicsafety411.com

(404) 462-7525



Where Youth Make Real Money / Investors Also Available

Administration / Operations / Marketing / Accounting / Legal / Leadership / Product Development

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Why The Eagle's Nest Is Necessary

Unfortunately every student will not go to college, stay in school, sign up for the military, become a hip hop star or play professional ball. So what will the rest of these youths do? Hope to get a job that barely makes ends meet and that teaches them how to struggle? Our youth are full of books and businesses, inventions and ideas. And even for those who do attend college, entrepreneurship is a life skill that unleashes their potential, builds their resume' and gives them an edge with a unique skill set.

For those who do attend college, many will have to wait 4 years or more, graduate in debt and fight for jobs in this competitive global culture against those who had many advantages all along the way. Meanwhile why not monetize gifts, skills and abilities?

Education is necessary but realistically neither education nor college can always unleash full potential, provide the very best financial opportunities, instill independence and economic survival skills. Youth need to learn to trust in themselves, their ideas, abilities and creativity before they trust in companies where they are never a priority.

Every youth will not be a successful entrepreneur, but many will be and they are much more capable than selling water, cookies and popcorn or making some corporation even richer. Entrepreneurship is a life skill and a survival skill for self-determination. And in these uncertain times of government shut downs, layoffs and looming economic recession, we need to prepare our youth yesterday! So why not empower our youth to build corporations instead of only hoping to work for them? The Eagle's Nest can help!

Why An Eagle's Nest?

The Eagle has exceptional skills, stamina, consistency, identity and focus – key traits also needed for successful entrepreneurs. Eagles get results, use the adversity of the storm to take themselves higher and always display excellence in appearance and presentation. They also stay alert and ready to seize opportunity. And the Nest is where it all begins.



Critical Skills Development

Our Advanced Youth Entrepreneur Training Program is not just another extracurricular activity.

The program provides the following and then some:

- Entrepreneurship = Self-Determination
- Collaboration = Teamwork
- Group Interaction = Problem Solving
- Problem Solving = Critical Thinking
- Public Speaking = Confidence
- Accounting = Money Management
- Interaction = Creative, Productive Ideas
- Presentations = Marketability
- Smart, Strategic Investment = Profit





An Advanced Fast Track Youth Entrepreneur Training Curriculum

This entrepreneur training and development program is designed to teach essential business development skills to youth ages 12 to 18 and adults as an alternative to unemployment and poverty. By providing business development skills, this program will help the target group to start their own businesses and MAKE MONEY. Better options with greater potential equals better choices.

Training is provided in the following areas:

- Small Business Marketing & Advertising (5 Core Areas, 12 Key Principles)
- Accounting: Creative Small Business Financing, Overhead, Profit and Loss, AP/AR
- Legalities, Licensing, Permits and Written Agreements
- Staff Development, Recruiting, Interviewing, Personnel/HR
- Business Taxes, Risk Management
- Product Development, Pricing Criteria, Suppliers and Pipelines
- Collaborations, Decision Making, Leadership Training
- Naming Your Business, Selecting A Location
- Public Speaking and Presentations
- Business Negotiating, Brainstorming
- Corporate Structures and Positions, Joint Ventures



The Eagle's Nest

General Training Procedures

The Eagle's Nest level 1 is conducted over an 8-10 week period. Training sessions are for two intensive and strategic hours at each meeting. The initial session and the graduation (last session) must be a meeting in person. However, depending on the limitations of the youth in training, the other sessions can be conducted as virtual online training via Web Video Conferencing. In either case, it is critical that all participants attend the training for the entire 2 hour period once a week.

A business website will be constructed specifically for the marketing of Eagle's Nest products. Upon reaching the midpoint of the training, the youth will launch business products they choose from a pre-selected list provided in week 2. The website will have Paypal attached in order to receive payment from the sale of products elected and marketed by the youth entrepreneurs in training.

Beginning at week 1, youth entrepreneurs in training will be placed in corporate groups of 3 or 4 and selected to hold the following positions; CEO, CFO, COO and marketing Director. Each youth will learn the duties and responsibilities of his or her position. The group will also be required to name the corporation and set up it's email, both which should be based on guidelines provided by the instructor on how to name a business and relevant to what each corporation officers.

Funds received from the sale of the products will be disseminated as follows. Each corporation will receive 50% of the funds they generate, to be divided respectively amongst the corporate officers. The other 50% will go back into the program to cover expenses and overhead.

Video Conference Training Sessions



The first training session which includes orientation and meeting your new team requires a physical meeting. The final session which includes graduation and group presentations also requires a physical meeting. All other training sessions (2 hrs each) can be completed through Video Conferencing Training Sessions or the physical meeting option.

A SMALL DISCOUNTED FEE

For Entrepreneur Training That Can Be Used For A Lifetime

OPTION #1

You can invest a small fee on the front end of only \$99 upfront, payable in two easy equal payments that are weeks apart. And we will even show you how to find sponsors to cover the cost. This rate reflects a huge scholarship discount.

OPTION #2

Invest a fee of \$199 on the back end. This means the \$199 will come out of the profits generated by the youth entrepreneur. Half of what is earned will be re-invested into the training program until \$199 is reached. The other half will go to the youth entrepreneur. This rate also reflects a big discount.

Once \$199 has been re-invested by the youth entrepreneur, all funds he or she generates will go to the youth entrepreneur.

These fees help offset the overhead for training, products, prizes, awards and advertising while making the program self-funding. So sign up today online!

Why This Program Isn't Free

1. The entitlement mentality is not a helping hand. It's a handout that feeds complacency, weakens Independence and prevents people from rising to their potential by having other people do what these people should and can do for themselves. Giving out free stuff does not teach independence. We all need help at one point or another, but that should be a proactive partnership and temporary unless we are not mentally or physically ill.
2. We are entitled to life, liberty and the pursuit of happiness but everything else should be earned and mostly everything else has a cost attached as a reality of life. Especially in entrepreneurship, there is a "paying your dues" phase. Expecting a "free ride to independence" works against you.
3. If you own a business, overhead, investors, reinvestment, paying employees and sharing profits are all necessary essentials.
4. So it's important to start off developing that mindset instead of a something-for-nothing mindset that will work against you as a business owner. If you as an entrepreneur are about to ask other people to spend their hard-earned money with you then you need to be willing to spend and invest yours.

Why This Program Isn't Free (2)

5. Furthermore, psychology, sociology and entitlement programs have repeatedly proven, generally speaking, the lesser the investment a person has in something, the lesser the level of appreciation for what is given to him and the lesser the value she attaches to it.
6. You cannot create and build successful entrepreneurs, financial independence, self-confidence, resourcefulness and self-reliance by creating cycles of free stuff “entitlement” dependence.
7. Finally, on a practical level, we bring in additional experts as needed and materials, prizes and resources cost. So young people need to learn about overhead, start up costs and funding from the very beginning of the training. And because they will be making money while in the training program, all of the above makes complete sense. You put money in, you get money out.

You can't teach young people (and adults) work ethics by continually giving them free stuff while the rest of the world works for it.

PRIZE GIVEAWAY!



Throughout the 8-10 week training program the Metro-Atlanta Crime Commission will conduct contests for youth entrepreneur teams and give away prizes including CASH, vacations, restaurant deals, season's passes, Playstations, computers, laptops, Nike shoes, tablets, scholarships, pick-a-prize and many other prizes.

Awards and/or trophies will also be given to the best and most productive youth teams. And each youth receives a certificate upon graduation from the program.

Ask About **THE LION'S DEN**





SCHOLARSHIP AWARD CERTIFICATE

This Certificate Awards \$599.00 In Scholarship To _____ For Participation In



THE EAGLE'S NEST

Youth Entrepreneur Training Program To



NAME OF YOUTH ENTREPRENEUR

For the 8 week training session, all materials and classes during
the training session from Start Date to Ending Date

Sample Only / Not Valid
Chief Executive Officer

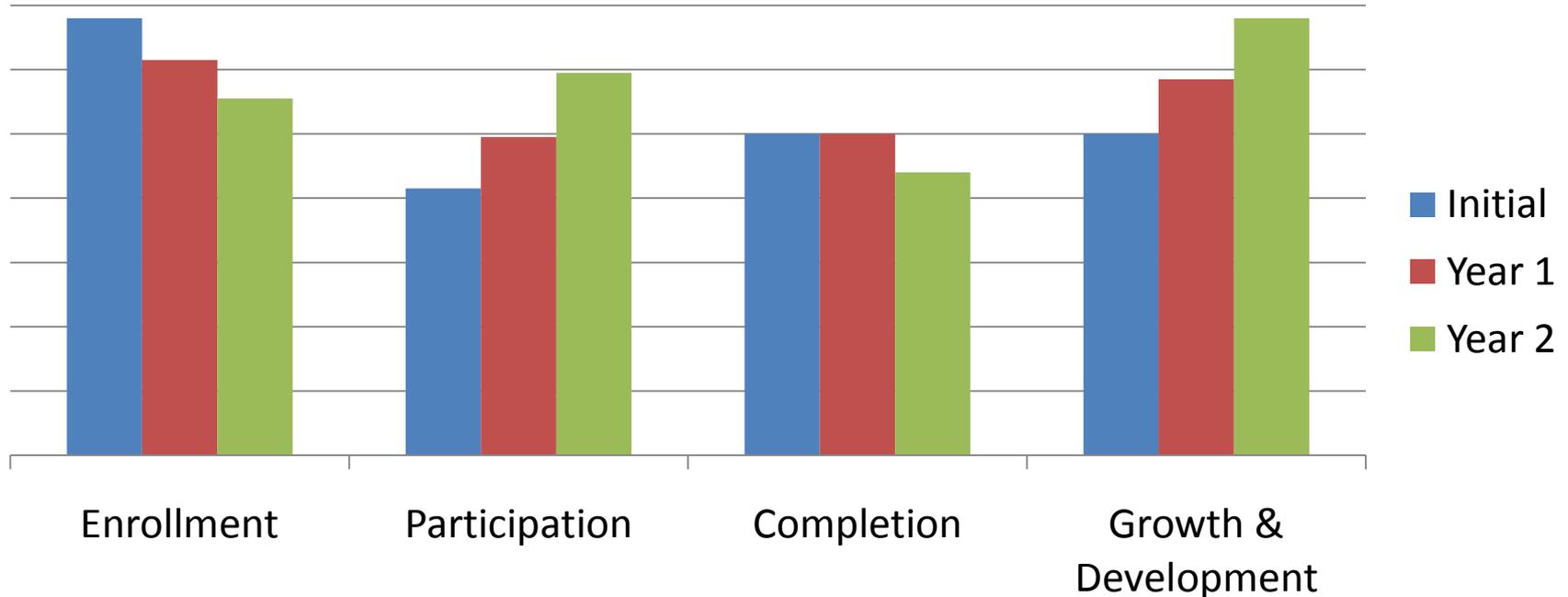


Sample Only / Not Valid
Secretary

This document is not a contract. If the youth entrepreneur fails to complete the program, the remainder of the scholarship is non-transferable and may not be used in another Eagle's Nest training session. This scholarship may not be combined with any other offer nor exchanged for any monetary value at any time.



YOUTH EVALUATION PROCEDURES



Records are maintained on all youth participants in The Eagle's Nest in the 4 core areas above. Growth & Development includes profits generated, financial goals, motivation, conduct, teamwork skills and leadership. Monthly evaluations are conducted where the instructor, the youth and one other youth evaluate each participant and derive a median score.



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Our Youth Can Do Better

By Using The Eagle's Nest Youth Entrepreneur Program

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Selling Water Is:

Illegal

Dangerous For Youth

Dangerous For Citizens

Unnecessary





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