

# 2026 SheTrades Kingdom Focused Group

## Curriculum For 8-Week Faith & Business Acceleration Program

### Vision:

To help women steward their God-given business ideas and scale them into global solutions that fund kingdom advancement.

**Duration:** 8 Weeks

**Start Date:** [Insert Date]


**Virtual Meeting:** Saturdays, 8PM – 9PM (Google Meet)

**WhatsApp Community:** Midweek Activities (Discussion Prompts, Q&A, Prayer Focus, and Book Review)


## Summary of Planned Activities

### Midweek WhatsApp Community Engagement

#### Tuesdays:

 Discussion Prompts & Case Studies – Real-life business challenges and kingdom principles applied.

#### Fridays:

 Prayer Night (8PM – 8:30PM) – Focused intercession for business growth, clarity, provision, and divine strategy.

## Special Activities and Assignments

**Week 2:** Brand Identity & Message Clarity Exercise

**Week 3:** Target Audience Mapping & Customer Avatar Activity

**Week 4:** Offer Creation & Product Strategy Worksheet

**Week 5:** Sales System Setup (Simple Funnel / WhatsApp Flow)

**Week 6:** Content Calendar & Visibility Plan

**Week 7:** Growth Strategy Map (Ads + Expansion Plan)

**Week 8:** Business Blueprint Presentation & Commissioning

## WEEKLY SESSION BREAKDOWN

<b>Week</b>	<b>Date</b>	<b>Session Title</b>	<b>Session Focus</b>	<b>Platform</b>	<b>Presenter</b>
Week 1	TBD	Orientation & Vision Casting	Introduction, expectations, and understanding kingdom entrepreneurship as a calling	Google Meet	Fredalyn Ifedolapo
Week 2	TBD	The Faith-Driven Businesswoman (Identity, Brand & Message)	Faith + purpose + brand identity + content that sells	Google Meet	Director Dami
Week 3	TBD	Target Audience & Customer Clarity	Identifying your ideal customer, their needs, and where to find them	Google Meet	Guest Strategist/ Fredalyn Ifedolapo
Week 4	TBD	Offer Creation & Product Strategy	Turning ideas into structured, sellable offers that meet real demand	Google Meet	Business Strategist - Abigail Sunday
Week 5	TBD	Sales Systems & Automation	How to structure your sales process (funnels, WhatsApp, landing pages)	Google Meet	Tech / Fredalyn Ifedolapo
Week 6	TBD	Visibility, Content & Social Media Strategy	Content creation, consistency, engagement, and understanding metrics	Google Meet	Digital Marketing Specialist/ Temitope Odukoya
Week 7	TBD	Paid Traffic & Growth Strategy	Introduction to ads, scaling visibility, and audience expansion	Google Meet	Ads Specialist / Love Dennis
Week 8	TBD	Money, Scaling & Global Expansion + Wrap-Up	Financial stewardship, scaling systems, and building globally with kingdom principles	Google Meet	Fredalyn Ifedolapo + Panel

# 8-WEEK SESSION OVERVIEW

***“Equipping Women to Build Businesses that Serve Purpose, Create Profit & Advance God’s Kingdom.”***

## **Week 1 – Orientation & Vision Casting**

Welcome to SheTrades Kingdom!

This week sets the foundation. Participants will understand the vision, structure, and expectations of the program. We’ll explore what kingdom entrepreneurship means and why business is a calling, not just a hustle.

### **Main Activity:**

Introductions + “Why Did God Give Me This Business?” reflection.

## **Week 2 – The Faith-Driven Businesswoman (Identity, Brand & Message)**

This is the foundation week.

We combine faith, purpose, and expression—helping participants understand who they are, what they carry, and how to communicate it clearly.

### **Topics Covered:**

- Faith-driven decision making
- Purpose + profit alignment
- Brand identity (Who are you?)
- Brand message (What do you stand for?)
- Introduction to content that attracts and converts

### **Exercise:**

Create your Brand Identity + Message Statement.

## **Week 3 – Target Audience & Customer Clarity**

Clarity on *who you serve* is everything.

Participants will learn how to identify their ideal audience, understand their pain points, and position their business effectively.

### **Topics Covered:**

- Customer avatar creation
- Understanding needs and desires
- Market validation
- Where to find your audience

### **Activity:**

Complete Customer Avatar Worksheet.

## **Week 4 – Offer Creation & Product Strategy**

This week answers: *What exactly are you selling?*

Participants will learn how to structure their ideas into profitable, relevant offers.

### **Topics Covered:**

- Product/service structuring
- Creating irresistible offers
- Aligning pricing with value
- Testing before launching

### **Action Task:**

Build your Core Offer using the Product Strategy Worksheet.

## **Week 5 – Sales Systems & Automation**

We move from “posting” to **selling intentionally**.

Participants will learn how to create simple systems that make it easy for customers to buy.

**Topics Covered:**

- Sales funnels (simplified)
- WhatsApp & Instagram sales flow
- Landing pages basics
- Payment systems

**Outcome:**

Set up a simple sales system for your business.

**Week 6 – Visibility, Content & Social Media Strategy**

Now that the structure is ready, it's time to be seen.

**Topics Covered:**

- Content pillars
- Content that converts
- Consistency strategies
- Social media metrics and engagement

**Activity:**

Create a 7-day or 14-day content plan.

**Week 7 – Paid Traffic & Growth Strategy**

This week introduces **intentional growth** beyond organic reach.

**Topics Covered:**

- Introduction to ads
- When to run ads
- Budgeting and targeting
- Organic vs paid growth

**Output:**

Basic Growth & Visibility Plan.

## **Week 8 – Money, Scaling & Global Expansion + Wrap-Up**

We close with structure, sustainability, and expansion.

### **Topics Covered:**

- Financial stewardship
- Profit vs revenue
- Reinvestment strategies
- Scaling systems
- Going global (digital, partnerships, exports)

### **Celebration:**

Business presentations, reflections, testimonies, and commissioning prayers.



## **Workbook We'll Be Using:**

### **SHE TRADES KINGDOM WORKBOOK**

Includes:

- Weekly reflection + journal pages
- Strategy & action sheets
- Prayers & affirmations for entrepreneurs
- Brand identity & customer avatar templates
- Product & offer worksheets
- Sales & growth planning tools

### **Bonus:**

31 Days of Faith + Business Declarations

*(Workbook will be shared digitally and printed upon request.)*