

# Digital Business Academy: Understanding the Tools You Need To Win

A Scavenger Hunt To Success

May 1, 2025

10AM-4PM

Instructor Curtisha Thomas

Powered by



# Welcome...

## I am your instructor

## Curtisha Thomas

**Entrepreneur Educator Philanthropist Success Coach**

I know a lot of stuff but the most important thing I have learned is how to pivot! I am not your average instructor...



# The Next 6 Weeks

Week 1

~~**A Winning Mindset, Business Models,  
and the Power of ChatGPT**~~

Week 2

**Understanding the Tools  
You Need to Win**

Week 3

**Identifying Who You Are on  
Paper, Digitally, & In Person**

Week 4

**Web Design for Impact**

Week 5

**Pitch Decks, EPKs, One-Sheets**

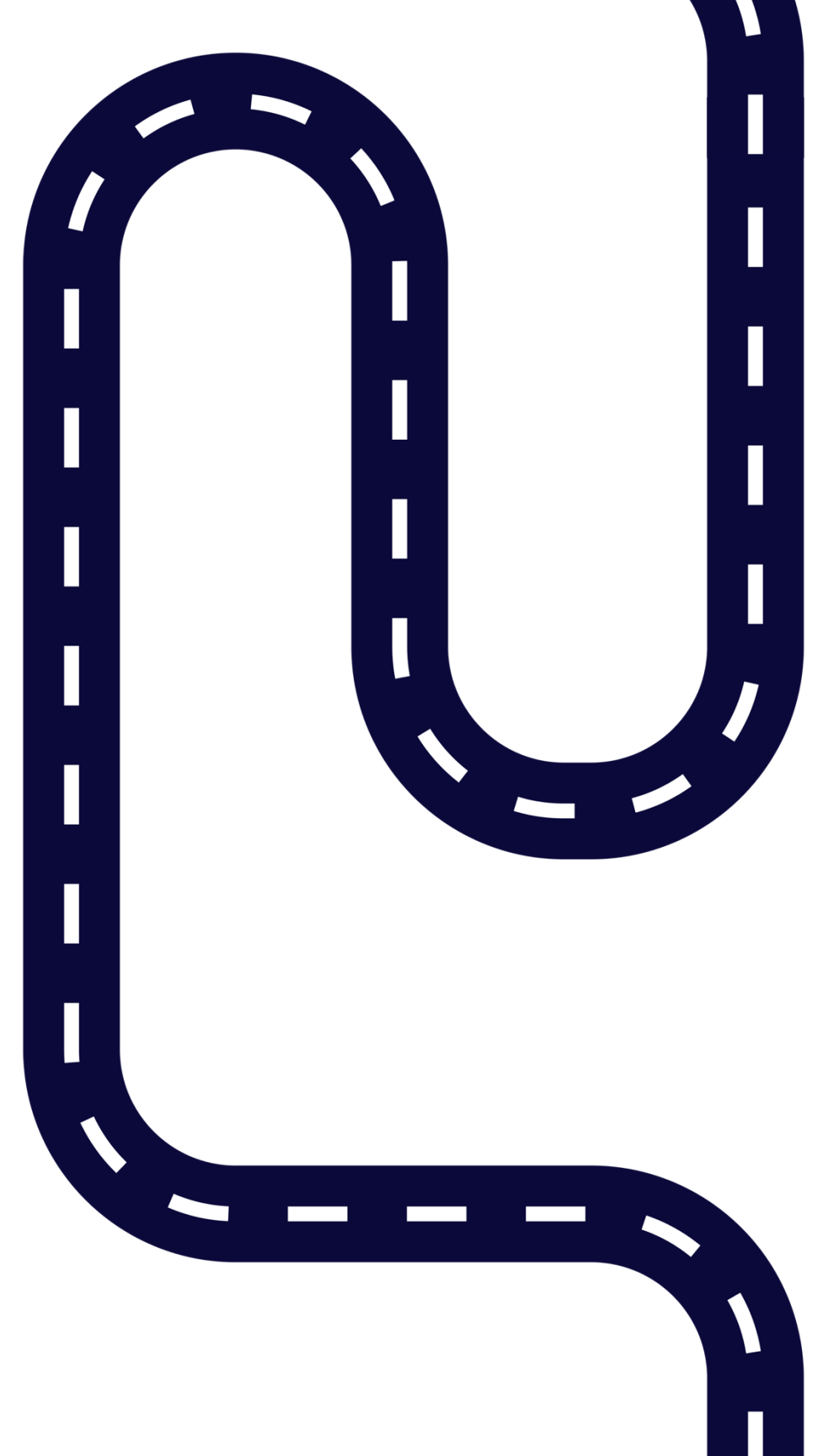
Week 6

**Digital Business Academy: Positioning  
Yourself to Be Chosen: Applications  
and a Digital Checklist**

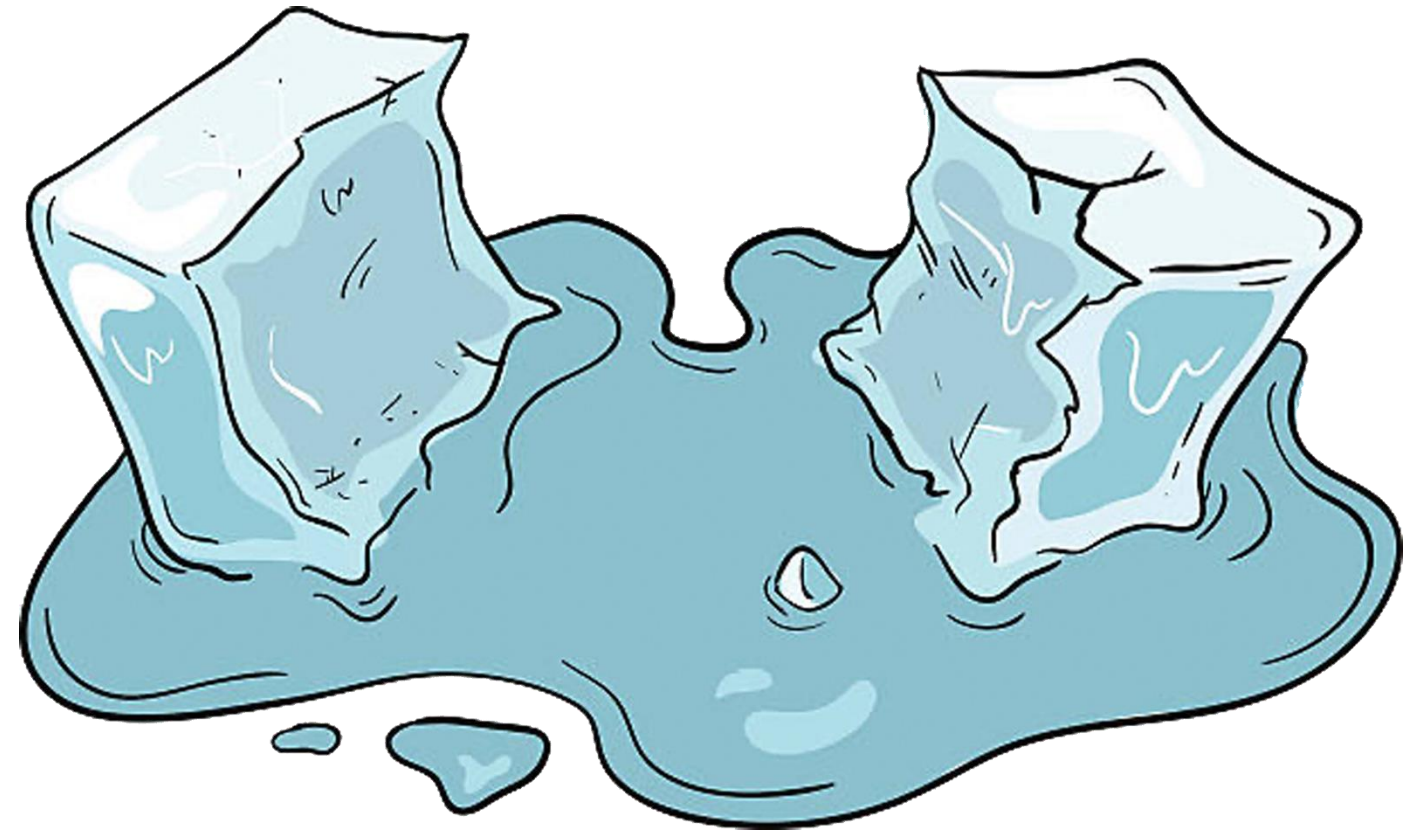
# What You'll Walk Away With

**By the end of this session, you'll know:**

- The 30+ tools every legit business needs
- How to build a digital foundation that converts
- How to show up polished, fundable, and professional
- How to stand out and get taken seriously



# Icebreaker



# **Getting To Know The Cohort**

## **Introduce Yourself and Your Business**

**What's one tool, platform, or strategy you've tried –  
and would either swear by or never use again?**

# Brand Foundations

# Website

1. Your digital storefront
2. Available 24/7
3. Builds instant trust
4. Converts browsers into buyers



# Social Media

1. Visibility = currency
2. Builds brand personality
3. Source of lead generation
4. Drives engagement and traffic



# Google My Business & Yelp

1. Boosts local discovery
2. Builds credibility with reviews
3. Helps customers find and trust you
4. Improves SEO rankings



Google  
My Business



## LinkedIn Profile

1. Professional credibility
2. Networking and funding opportunities
3. Personal brand positioning
4. Corporate collaborations



# High-Quality Photos

1. Builds brand value
2. Increases trust and authority
3. Necessary for press and marketing
4. Boosts conversions



# Logo & Branding

1. Creates recognition
2. Looks professional
3. Communicates your vibe
4. Guides all visual decisions



1976



1977



1998



2001



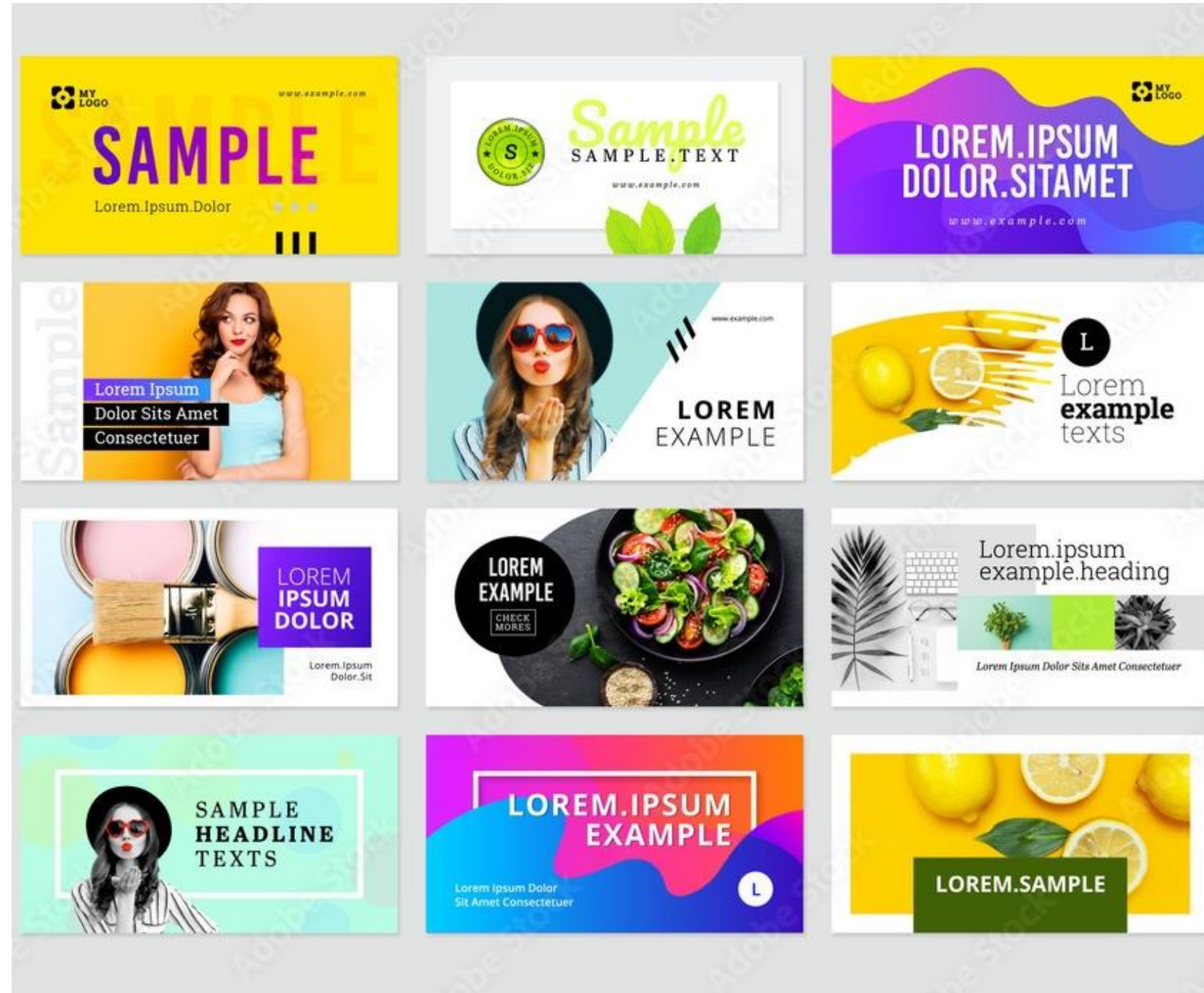
2007



Now

# Social Media Banners

1. First impression real estate
2. Reflects legitimacy
3. Shows consistency
4. Makes your business look active



# Brand Guide

1. Ensures brand consistency
2. Helps collaborators stay on-brand
3. Saves time and confusion
4. Makes you look buttoned-up

## MINI BRAND STYLE GUIDE

### PRIMARY LOGO



### SECONDARY LOGO



### SUBMARK



### FAVICON



A primary logo with background color



Use a secondary logo for a small space



### COLORS

|                                                                 |                                                                   |                                                                |                                                               |                                                                  |
|-----------------------------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------|------------------------------------------------------------------|
|                                                                 |                                                                   |                                                                |                                                               |                                                                  |
| HEX: #2a3353<br>RGB: 42 51 83<br>CMYK: 100 89 35 26<br>PMS: 534 | HEX: #d8857c<br>RGB: 216 133 124<br>CMYK: 13 57 45 0<br>PMS: 4052 | HEX: #53514f<br>RGB: 83 81 79<br>CMYK: 63 57 58 34<br>PMS: 418 | HEX: #faf6f4<br>RGB: 250 246 244<br>CMYK: 1 2 2 0<br>PMS: 663 | HEX: #f7d1c2<br>RGB: 247 209 194<br>CMYK: 2 20 19 0<br>PMS: 4002 |

### FONTS

Use for H1, headline, titles, quote

**FreightNeo Pro**

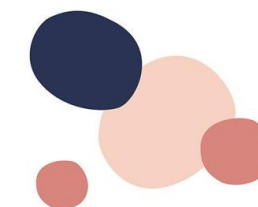
Light *Light Italic*  
Book *Book Italic*  
Medium *Medium Italic*

Use for H2, H3, sub-headline, body text

**Quasimoda**

Light *Light Italic*  
Regular *Regular Italic*  
SemiBold *SemiBold Italic*

### DESIGN ELEMENTS



“Baking is done out of love, to share with family and friends, to see them smile.”  
- Anna Olson

**BUSINESS**

**INFRASTRUCTURE**

# Business Entity Setup

1. Required for contracts/grants
2. Protects your personal assets
3. Makes your business real
4. Helps separate finances



# Email with . com

1. Builds credibility
2. Avoids spam filters
3. Looks polished
4. Better for outreach and branding

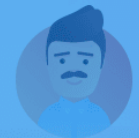
ceo\_wilson@mail.com

peter.w.work@businessmail.com



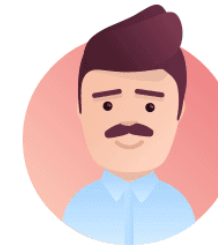
**Peter Wilson**

wilson\_wrok@businessmail.com



**Peter Wilson**

w\_ceo@businessmail.com



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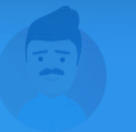
peter\_wilson@businessmail.com

mail.com



**Peter Wilson**

p.wilson@company.com



**Pete**

wilson

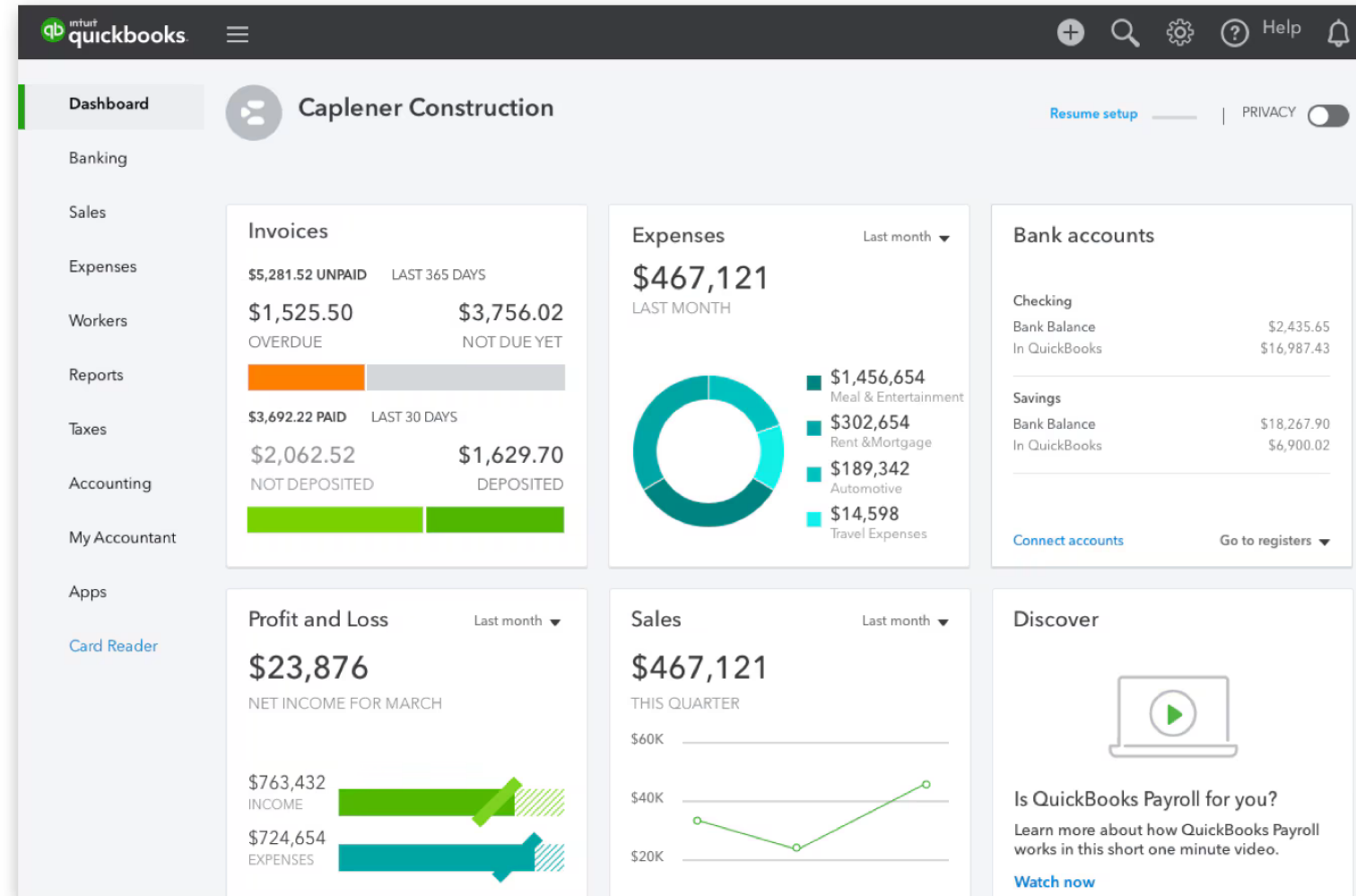


**Peter Wilson**

pw.cao@gmail.com

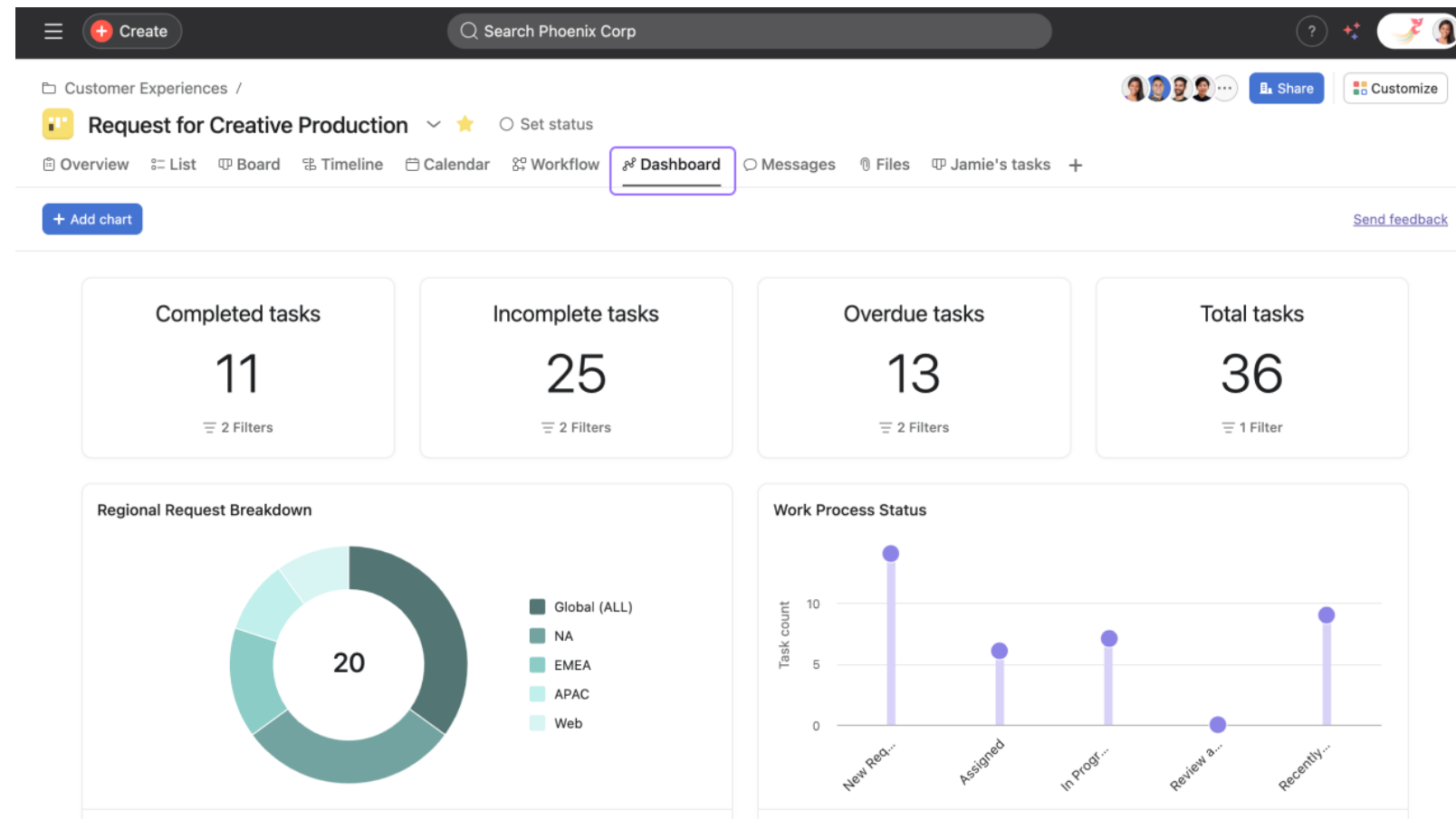
# Bookkeeping Tool

1. Tracks income and expenses
2. Prepares you for taxes or funding
3. Helps manage cash flow
4. Shows business health at a glance



# Project Management Tool

1. Organizes tasks and timelines
2. Keeps your team aligned
3. Tracks client progress
4. Reduces overwhelm



# SOPs

1. Enables delegation
2. Ensures consistency
3. Prepares for scale
4. Saves time onboarding



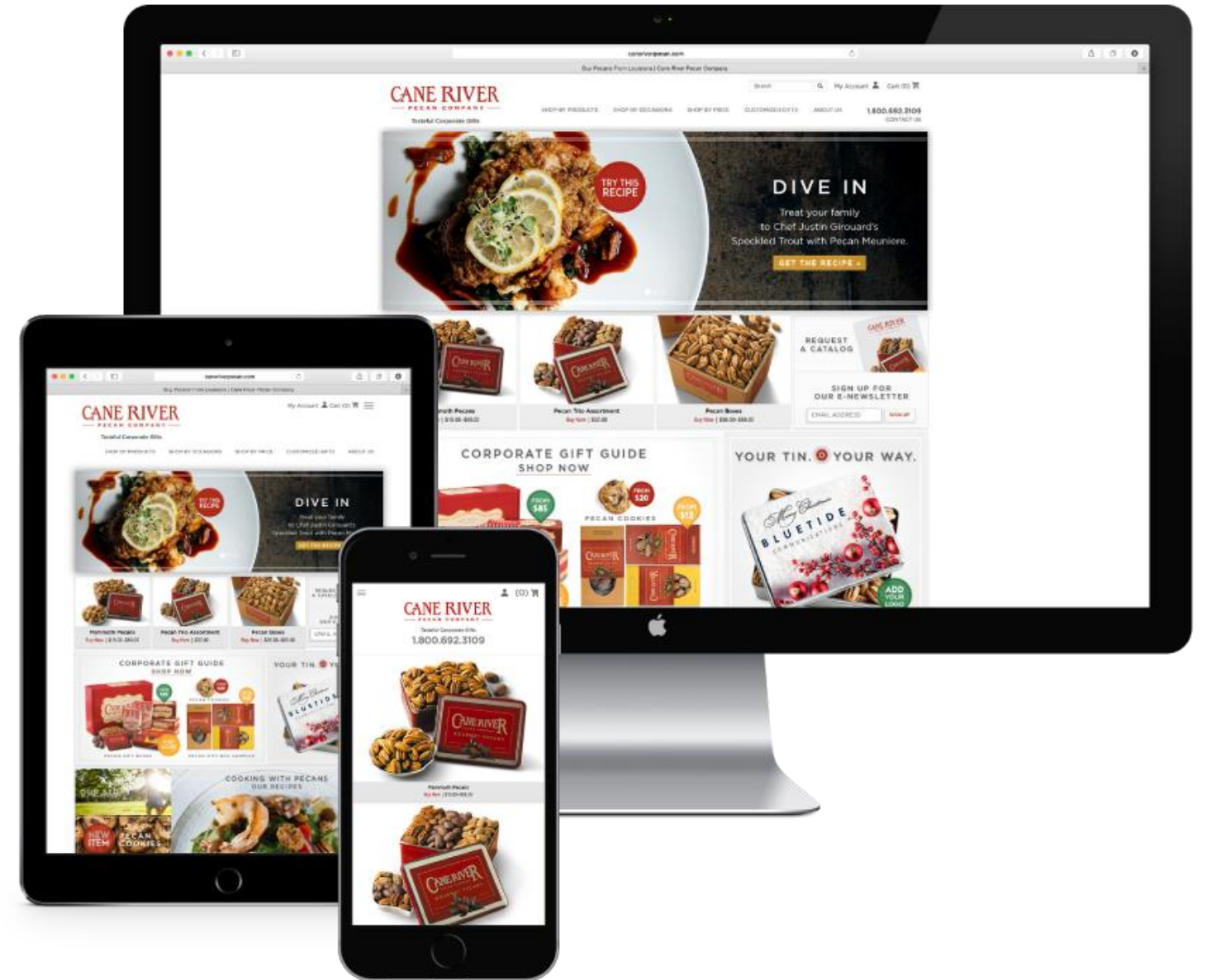
# Digital Contracts & E-Signature

1. Streamlines onboarding
2. Provides legal protection
3. Easy to track
4. Looks professional



# Mobile Optimization

1. Over 70% of traffic is mobile
2. Poor mobile UX kills trust
3. Required for SEO
4. Improves engagement and sales



# **POSITIONING & PACKAGING**

# Know Your Audience

1. Better messaging
2. Higher conversions
3. Clearer content
4. Attracts the right people



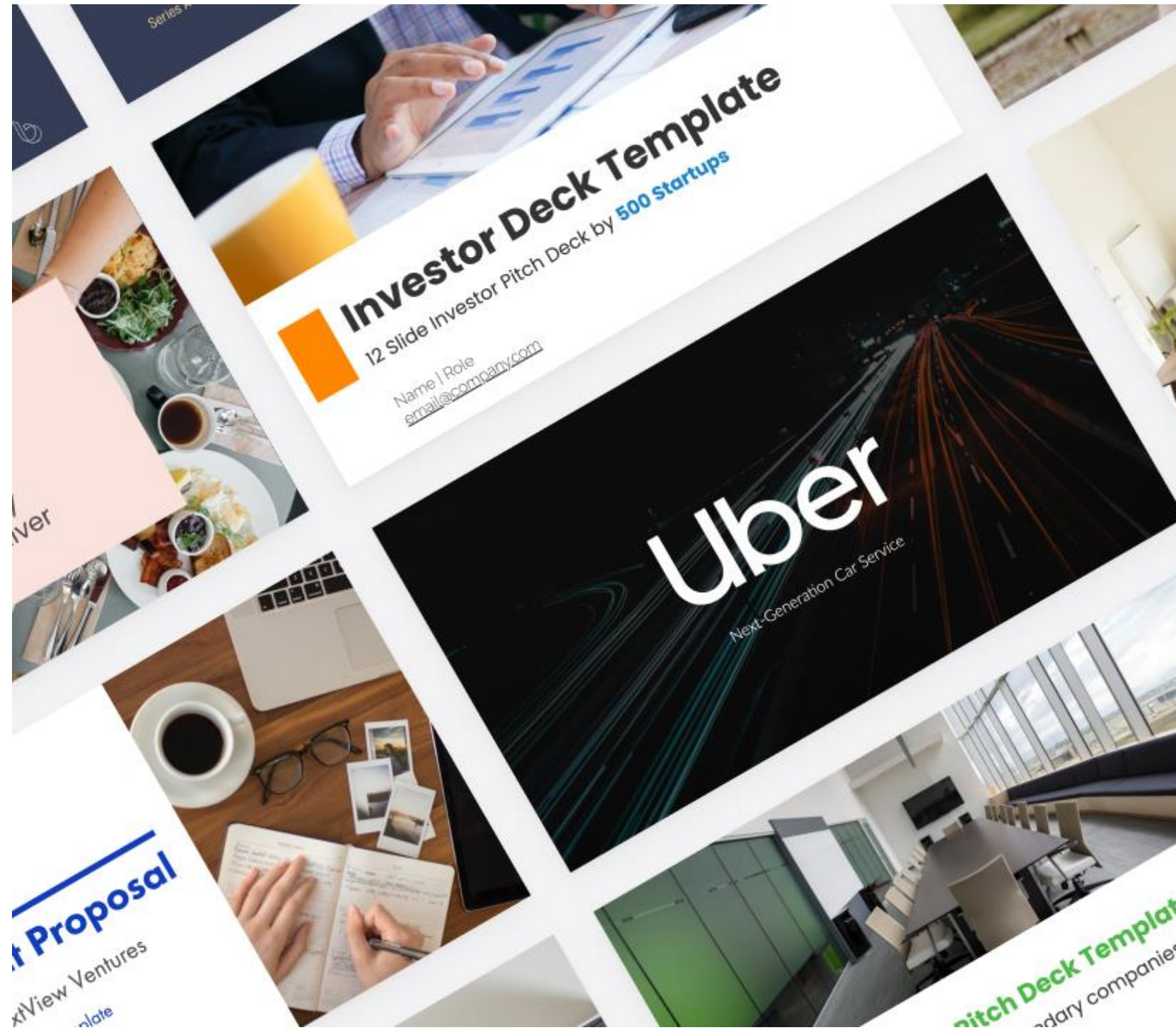
# Identifying the Need

1. Solves real pain points
2. Aligns offers with gaps
3. Positions you uniquely
4. Helps with marketing clarity



# Pitch Deck

1. Required for funding
2. Forces strategic clarity
3. Opens partnership doors
4. Shows you're investor-ready



# One Sheet

1. Fast, clear overview
2. Great for media or bookings
3. Makes pitching easier
4. Shows your value in one page

## CURTISHA THOMAS

**It takes time. It doesn't take long.**

As a Business Development Specialist and Success Strategist with over a decade of experience, I specialize in helping entrepreneurs, startups, and nonprofits turn concepts into revenue-generating, investor-ready realities. I bring a hands-on approach to designing, developing, and packaging high-impact workshops and educational programs that meet participants where they are — and get them where they want to go.

Through my work, I have successfully designed and facilitated classes that simplify complex business concepts into actionable, real-world strategies for underserved entrepreneurs and emerging founders.

I am known for creating curriculum that drives clarity, confidence, and conversion — not just conversations.



WIX

THE SOURCE



### WORKSHOPS

#### Digital Business Academy

PRACTICAL TOOLS & PROVEN STRATEGIES

Step-by-step training on how to build, launch, and scale your business online with clarity and confidence.

#### Fearless Leadership

LEAD WITHOUT LOSING YOURSELF

Lead boldly, communicate clearly, and manage pressure without sacrificing your peace or authenticity.

#### Confidence Capital

MINDSET SHIFTS THAT PAY OFF

Master the mindset and confidence needed to show up, speak up, and secure the success you deserve.

#### Speed to Success

COLLAPSING TIMEFRAMES TO ACCELERATE GROWTH

This workshop teaches practical strategies to compress timelines and fast-track execution.

### CORE COMPETENCIES

Curriculum Development

Workshop Facilitation

Business Model Strategy

Investor Pitch Preparation

Brand Audits

Operational Audits

Product Development

Sales Strategy

E-Commerce Optimization

Sponsorship Acquisition

Strategic Partnerships

CRM Setup & Integration

Workflow Automation

# Capabilities Statement

1. Needed for contracts
2. Summarizes experience and value
3. Proves you're procurement-ready
4. Required for government and B2B bids



## CURTISHA THOMAS CAPABILITIES STATEMENT

### CONTACT

 **Phone:** 213-787-7005

 **Email:** curtisha@graysegments.com

 **Location:** Los Angeles, CA • Seattle, WA • Tampa, FL

 **Website:** www.graysegments.com

### ABOUT ME

A true visionary, I have broken through barriers in industries that often overlook minorities. My company, Gray Segments, specializes in aging startup businesses so that they can compete with established brands in their field. My vision is to streamline and protect client value through a customized brand implementation and management approach. I am completely hands-on regarding brand launches, strategic rebranding, naming, messaging platforms, identity systems, and repositioning efforts. I am originally from Seattle but now based in Los Angeles, CA, and serve clients throughout the United States, Canada, the United Kingdom, and France.

### EDUCATION

**2008** **Central Washington University**  
Ellensburg, WA Anthropology

**2003** **Brooks College**  
Long Beach, CA Visual Communications

### COMPANIES OWNED



### CAPABILITIES

|                                 |                                 |
|---------------------------------|---------------------------------|
| Audits                          | Personal Development            |
| Business Development            | Photography                     |
| Career Planning                 | Pitch Decks                     |
| Catering & Restaurant Start-Ups | Product Development & Design    |
| Concept Development & Pitching  | Project Management              |
| Consulting                      | Retreat Planning                |
| Course Development              | Set Design                      |
| Creative Direction              | Social Media Strategy & Content |
| CRM                             | Sponsorships                    |
| E-commerce                      | Start Up Businesses             |
| Event Production & Design       | Strategic Partnerships          |
| Financial Analyst               | Streamlining                    |
| Interior Design                 | Videography/Cinematography      |
| Keynote Speaking                | Web Design & SEO                |
| Marketing                       | Workshops                       |
| Non-Profits                     |                                 |

### DIFFERENTIATORS

- With my unique skill set as a double minority specializing in Inclusion & Belonging, I can easily navigate the diverse corporate world landscape. No longer referred to as Diversity, Inclusion & Equity, I have transformed these concepts into a powerful force for change and progress.
- I identify talent that others overlook, but I also can generate substantial income for my clients by making sure they are always prepared for any opportunities that come their way, whether visible or not.
- My clients are guaranteed to thrive in an ever-evolving business environment with me by their side.
- I am the ultimate master of collapsing timeframes for optimal business success.

### PREVIOUS & CURRENT PARTNERSHIPS



### MISSION

Catalyze positive change in the world by contributing to endeavors to shift our culture forward.

# Testimonials & Case Studies

1. Builds trust
2. Shows proof of results
3. Increases conversions
4. Validates your expertise



**GROWTH TOOLS &  
SUPPORT SYSTEMS**

# Email Marketing Platform

1. You own your audience
2. Drives direct sales
3. Automates nurturing
4. Builds trust over time



# CRM Tool

1. Manages leads
2. Tracks interactions
3. Automates follow-up
4. Improves client retention



# Online Scheduling Tool

1. Saves time
2. Eliminates back-and-forth
3. Increases bookings
4. Makes you look professional

## Select a Date & Time

| < July 2024 > |     |     |     |     |     |     |
|---------------|-----|-----|-----|-----|-----|-----|
| SUN           | MON | TUE | WED | THU | FRI | SAT |
| 30            | 1   | 2   | 3   | 4   | 5   | 6   |
| 7             | 8   | 9   | 10  | 11  | 12  | 13  |
| 14            | 15  | 16  | 17  | 18  | 19  | 20  |
| 21            | 22  | 23  | 24  | 25  | 26  | 27  |
| 28            | 29  | 30  | 31  | 1   | 2   | 3   |

## Time zone

 Eastern time - US & Canada ▼

# A Mentor & A Village

1. Accountability
2. Access to wisdom
3. Emotional support
4. Networking growth



# Undeniable Work Ethic

1. Outlasts talent
2. Creates discipline
3. Builds momentum
4. Attracts opportunities

## **work ethic**

- A belief in the moral benefit and importance of work and its inherent ability to strengthen character.
- A belief in the moral value of work (often in the phrase Protestant work ethic)

### **Examples:**

They have this *work ethic* that makes them not to succeed on their own merit.

GOP should embrace the *work* and this time act like it

# Personality People Like

1. People buy from who they like
2. Builds authentic connection
3. Drives loyalty
4. Helps you stand out



# Content Calendar

1. Keeps you consistent
2. Boosts engagement
3. Saves time
4. Reduces stress

## 30 DAYS OF SOCIAL MEDIA CONTENT CALENDAR

| SUN                                                                                                                                   | MON                                                                                                                            | TUE                                                                                                                                   | WED                                                                                                                     | THU                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                       |                                                                                                                                |                                                                                                                                       | 01<br><br>INSPIRATIONAL<br>QUOTE     | 02<br><br>SHARE<br>TESTIMON                   |
| 05<br><br>VALUABLE<br>TIP                          | 06<br><br>FREE<br>DOWNLOADABLE              | 07<br><br>LINK TO RECENT<br>BLOG POST              | 08<br><br>ASK A<br>QUESTION          | 09<br><br>INFOGRAPH                           |
| 12<br><br>JUST FOR<br>LAUGHS                       | 13<br><br>PRODUCT /<br>SERVICE<br>SPOTLIGHT | 14<br><br>INDUSTRY<br>NEWS                         | 15<br><br>MOTIVATIONAL<br>POST       | 16<br><br>FAVOURI<br>TOOL                     |
| 19<br><br>FILL IN<br>THE BLANK                   | 20<br><br>TUTORIAL                        | 21<br><br>SHOUT OUT                              | 22<br><br>CLIENT<br>SPOTLIGHT      | 23<br><br>ICYMI<br>(IN CASE Y<br>MISSED IT) |
| 26<br><br>ONE THING<br>YOU CAN'T LIVE<br>WITHOUT | 27<br><br>BEHIND<br>THE SCENES            | 28<br><br>ROUND UP OF<br>INTERESTING<br>ARTICLES | 29<br><br>EXPLAIN<br>INDUSTRY TERM | 30<br><br>BEHIND<br>THE SCEN                |

**Q&A**