

# NURSE BUILDERS

PRESENTS

*Build Your Business Immersion Series:*

## Imagine, Build, and Grow Your Nurse-Owned Business

### IMMERSIVE EXPERIENCE INCLUDES:

- Three live, 3-hour workshop sessions (Total: 9 hours) **PLUS** on-demand access for 180 days
- Three 90-minute group coaching sessions
- Two 30-minute 1:1 coaching sessions

### THREE LIVE, WEB-STREAMING WORKSHOPS

#### Business 101 for Nurses: Imagining Your Business

- **Imagining** the possibilities in a nurse-owned business is the first step in getting started. In this live, virtual workshop you will discover the many options for nurse owned businesses.

#### Business 201 for Nurses: Building Your Business

- **Building** a business is no small task. In this live, virtual workshop you will learn the key operational components of setting up your nurse-owned business.

#### Business 301 for Nurses: Growing Your Business

- **Growing** a business takes grit and know-how. In this live, virtual workshop you will gain the tools to contract, price, market, sell, diversify, and money-manage your business.

### SCHEDULE

9/6/25 12-3p - Business 101      9/20/25 11a-12:30p - Group Coaching  
10/4/25 12-3p - Business 201      10/25/25 11a-12:30p - Group Coaching  
11/8/25 12-3p - Business 301      11/15/25 11a-12:30p - Group Coaching

\*All Workshops are on Saturdays, Eastern time zone.

\*\*All are live web-streaming with an instructor and expert coach in a small group setting.

\*\*\*2 Private Coaching Sessions To Be Scheduled After 9/6/25.

### PRICING

Regular Price: \$1,899

Early Bird Price (by 7/1/25): \$1,599

AWHONN/NNBA Conference: \$1,499\*

\*Must purchase onsite at the AWHONN or NNBA Conference!

### Dr. Louise Jakubik, PhD, RN, NPJ-BC, CSP, FAAN



Dr. Louise Jakubik is the Chief Executive and Learning Officer of Nurse Builders, a nursing education business specializing in bringing digital solutions to individual nurses, hospitals, and healthcare systems for certification review, continuing education, specialty orientation and NCLEX Prep. Twenty years ago, she started her business with one narrow niche and a single presentation. Today, her multi-million dollar business boasts over 300 digital courses and over 65 independently published book titles that form the basis for an education empire. She is a Fellow in the American Academy of Nursing (FAAN) and a Certified Speaking Professional (CSP), one of only five nurses in the world to hold both designations. She is a member of the Business Advisory Board of the National Nurses in Business Association (NNBA) where she has also served as both an Annual Conference keynote and main stage speaker. Dr. Jakubik is passionate about nursing innovation and entrepreneurship and believes that nurses are uniquely equipped for intrapreneurial and entrepreneurial roles for the betterment of health and healthcare.

Johnny Lascha is a lifelong entrepreneur with over 50 years of business-building experience. From launching ventures as a kid to building a six-figure video production company and running international entertainment teams, he's learned what it takes to grow something meaningful from the ground up. Today, Johnny helps new entrepreneurs, clarify who they serve, define the problems they solve, and communicate their promise with confidence. He blends mindset mastery with business strategy, helping clients move past self-doubt, stop procrastinating, and take consistent action. Johnny also runs a private coaching practice supporting women in complex relationships. As a moderator in a 35,000-member Marriage Support Group, he's helped hundreds of women reclaim their voice and set boundaries without guilt. He believes that when your purpose aligns with your vision, even the hardest steps start to feel possible.

### Johnny Lascha

