



SELF EMPLOYMENT Passion and Process

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Self Employment Passion

- What is self employment and what does that mean and what does it look like?
- What can I do, what can I offer?
- What can I create?
- What is my passion?
- Is it right for me?



Self Employment

- Being an entrepreneur

- How do I know that I am an entrepreneur?

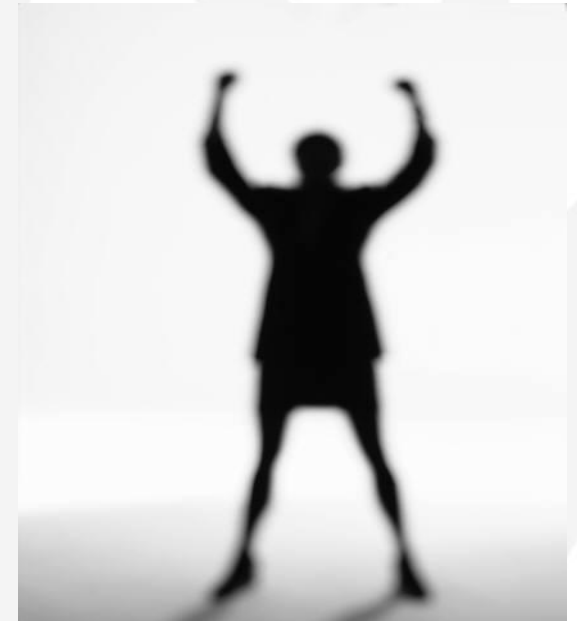




Do I have the right personality
for self employment?

Am I outgoing/
tenacious/ self
motivated/optimistic

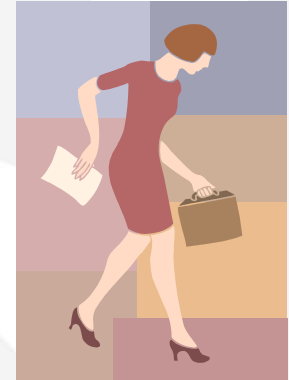
I will need to
identify my
interests and
talents





STRENGTHS

WEAKNESSES



I am a
capable
negotiator

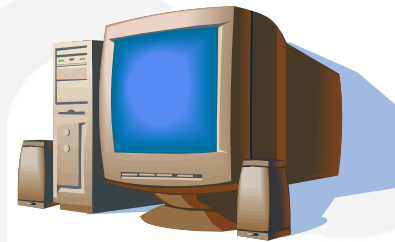
I get
bored
easily

I have
great
ideas

I am great
at
networking
and building
contacts

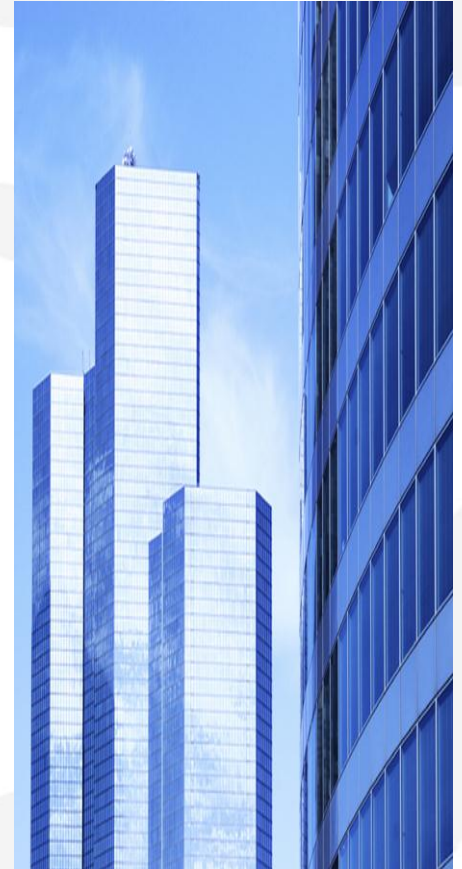


- Reality check
- Personal situation and finances



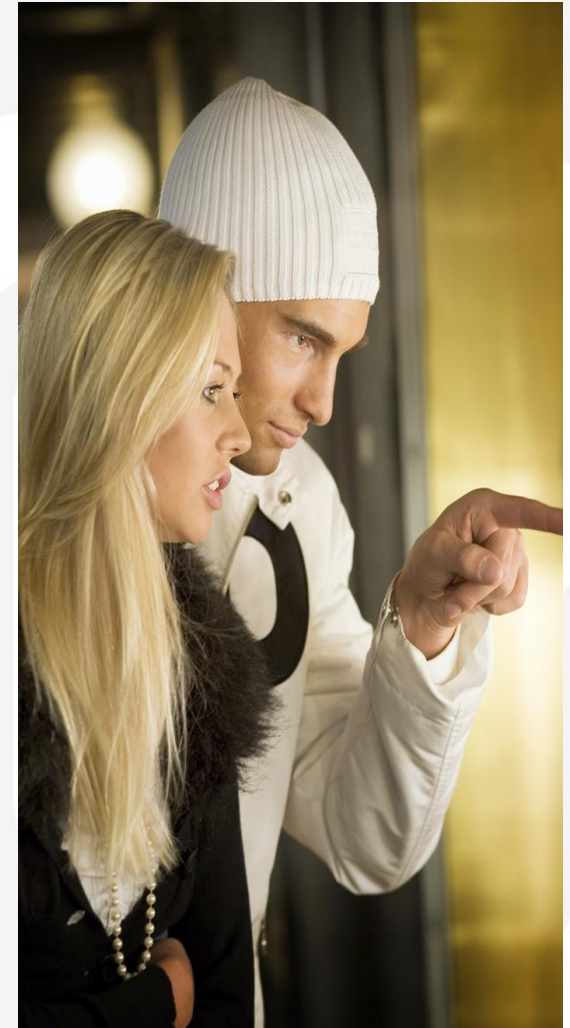


- What is your product/service
- What is the market for your product/service?
- Have you researched the competition?
- Pricing and costs!





- Who are my customers, clients, end users? Is my business B. to B.?
- What marketing will I need to do and how will I do it?





- Forming and naming the business
- What the name says about the business



Process

- Setting up a legal structure– social enterprise, sole trader, limited company, partnership.
- www.companieshouse.gov.uk.
- HMRC for getting started- VAT, income tax, National Insurance



- Accounting: Income and expenditure: petty cash, credit control,
- Separate bank account
- Professional Institutes and regulatory bodies/ rules health and safety and other legislation



Start up Business Business Plan

- Cover Page, Contents page, Executive summary
- The business ideas and product/service
- The market and competition SWOT ANALYSIS
- Marketing and sales



- Management and workforce – the capabilities and talents of the people that will run the business - YOU
- Operations- How it will work
- Financial forecasts cash flow



- HOW TO BE SUSTAINABLE
- MOST COMPANIES FAIL WITHIN 3 YEARS





- **Creating a successful business is based on a belief that**
- **“Producing great work means attracting great people and keeping them”**



Passion and Process



Good luck

