**Is Self Employment Right for Me?**

**Course Overview**

**Total hours** 12 learning and support hours

**FULLY FUNDED-**available to unemployed, self employed or employed

**Day 1 Wednesday 27th March 11.00-5.00**

**Planning your business**

* Your business idea
* What is your motivation
* Personality-does it matter
* What type of personality do you need
* Taking the leap? How do you know when your there
* Choosing a business name
* How to identify your USP

**Legal Obligations of business**

* Types of legal status
* Registering with HMRC (sole traders)
* Insurance
* Financial record keeping
* Data Protection (GDPR 2018)
* Health & Safety
* Copyright

**Financing your business**

* Personal survival budget
* Financial record keeping
* Business Plan
* Ways to finance business
* Set up costs
* Contingency
* Cash flow

**Research**

* Who are your competitors
* Who are your customers
* What is customer profiling
* Where to find your customers
* Pricing: your product or service

**Marketing**

* Branding-what is it?
* Brand loyalty-People buy People
* Product/Service Features and benefits
* Pricing
* Where to market
* Marketing strategy: setting targets
* What is your elevator pitch
* Meeting customer needs

**Day 2 Wednesday 3rd April 1.00-4.00**

**How to develop and maintain business confidence-**

* Recognise your competence and confidence
* Practice techniques to keep your energy levels up
* Learn how to maintain your confidence and motivation especially when times get tough
* Be aware how to maintain a healthy work/life balance
* Have some techniques to manage stress

Plus 3 1 hour sessions with a business advisor

**Course 1**

**Day 1**

Wednesday 27th March 11.00-5.00 @ William Street Business Centre, Scarborough

**Day 2**

Wednesday 3rd April 1.00-4.00 @ William Street Business Centre, Scarborough

**9 hours learning plus 3x1 hour sessions with business advisor**

**Course 2**

**Day 1**

Wednesday 8th May 11.00-5.00 @ William Street Business Centre, Scarborough

**Day 2**

Wednesday 15th May 1.00-4.00 @ William Street Business Centre, Scarborough

**9 hours learning plus 3x1 hour sessions with business advisor**

For further information and bookings please contact **Liz** on 07495731958 or email lizhempshall@futureintentions.co.uk

Alternatively

call Yorkshire in Business on 01723 588000 or email liz@yorkshireinbusiness.org.uk

Yorkshire in Business

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**Currently only available in Scarborough**