

### Module 1: Self-Employment & Knowing Yourself

#### About You and Your Business

**a. How important will the following skills / expertise be in running your business?** Please rate from 0 (not at all) to 5 (essential).

Skills / Areas of Expertise	0	1	2	3	4	5
Business Management						
Accounting						
Business Planning						
Cashflow Preparation and Management						
Recruitment						
Managing People						
Training / Inducting Others						
Marketing and Sales						
E-Commerce						
Finding Customers						
Using Technology						

**b. Here are 8 potential barriers to starting up.** Please add your own. Read through them and decide which ones apply to you. Select 5 and rate them in level of importance, 1 being the most important.

#### Potential Barriers

I need to learn more about what's involved in running a business, especially about the accounting and tax implications.	
I need to develop my business idea more fully and test my working assumptions	
I need to find out if my idea is viable and what I can do to make it viable	
I need a better understanding of IT and the various packages that I might need	
I need to know more about the steps in putting a business plan together	
I need more information on pricing for my products and services	
I need to learn more about managing money (cashflows, budgeting, accounting)	
I need to develop my sales and marketing skills so I can identify, relate to and win business	

**c. How would you rate your skills / expertise in the following areas?** Please rate from 0 (non-existent) to 5 (excellent)

Skills / Areas of Expertise	0	1	2	3	4	5
Business Management						
Accounting						
Business Planning						
Cashflow Preparation and Management						
Recruitment						
Managing People						
Training / Inducting Others						
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**TIP:**

The combination of these three exercises will undoubtedly trigger action points. Talk them through and decide on their importance to you and then think about potential actions to meet any needs you may have.

**TIP:**

From thinking about self-employment in terms of your skills, switch your attention now to think about what you are going to offer and how you are going to express it to potential clients.

We suggest you create a one-page bio, a concise statement of what you are good at, what you have achieved and what you could offer a potential customer.

The case study work you have completed in Section 3 will be invaluable:

- + Pull out all the key skills
- + Think about the key messages you want to get across
- + Think about the value you have brought to others and the evidence that can support your narrative

**TIP:**

Here is a three-part format you may find helpful.

- + Start with a profile statement:
- + E.g. "A Marketeer with a proven track record in business growth and turnarounds." Keep it simple and to the point.

**Then follow with:****Experience, skills and contribution summary**

- + Four to six bullet points that nail your key skills together with evidence of results
- + Pick key words that highlight your points of difference, reinforce with achievements and results
- + Add a brief summary of past key roles

**Potential role 'opportunity matches'**

- + A paragraph on the type of roles and contributions you are looking to make
- + Think about what a best-fit match would look like. Help the reader to understand the value you could bring

'Standing outside yourself' is never easy so be prepared to work hard at this. Typically several drafts are needed. This is something you need to review with others – it is classic Supporter territory.

The output from your work here can be refined and then used to include in your business plan (Module 5).

**About Your Self-Employment Goals**

Your lifestyle goals for going Independent should come from your work in Section 3 but are now to be expressed in the context of self-employment. Goals such as:

- + To achieve a level of 'x' days and 'y' income
- + To specialise in 'x' type of work
- + To create a reputation as xxxxx
- + To enable me to achieve the personal and family lifestyle I want, including spending time on xxxx

**TIP:**

As with your Bio / Profile, keep this as clear and concise as you can. Remember this represents YOU and what you want to achieve through your new lifestyle as a self-employed person. Personal and business goals become intertwined – once again, your work-in-progress thinking and output here can be refined in Module 5 (The Business Plan).

**TIP:**

The acid test for your business plan is to step back and appraise it from the standpoint of "Will this business in the way that I propose to run it, enable me to achieve my goals?"

**MODULE 1 SUMMARY**

- + Create a Bio that clearly sets out what you are going to offer together with the benefits of using your skills, i.e. a document that clearly sets out your proposition.
- + Create a clear statement of what you want to achieve in your Independent business – your Goal Summary – to provide direction and purpose.
- + You will have the source material from your previous work for much of your marketing and sales activities, e.g. for a brochure, your website, your LinkedIn profile, your presentation materials.