



Self-Employment Workbook

This workbook will help you to learn about self-employment and support you to start developing a plan for starting your own business.

My name:

My prison number:

My prison is called:

My release date:

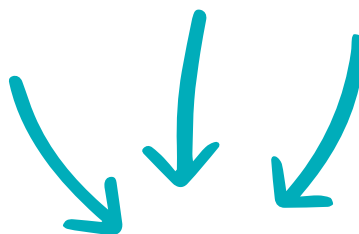
Contents

Your business idea

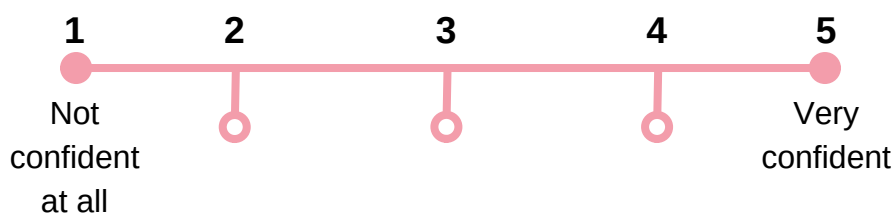
What does self-employment mean to me?	7
What should my business idea be?	9
Is my business idea possible?	12

How to set up a business

Registering your business	16
Business insurance	18
Setting up a bank account	20
What permits and licences do I need?	21
Self-employment and benefits	22
Paying your taxes	24
Self-employment and pensions	26
Setting your financial target	28
What do I need to get started?	29



As you begin your business journey, think about how you feel starting out. How confident are you about starting your business now? **Please circle.**





Marketing your business

My business brand	31
What is marketing?	36
My target customer	38
My marketing message	40
My marketing plan	41

Funding your business

Funding options	43
Start with what you have	44

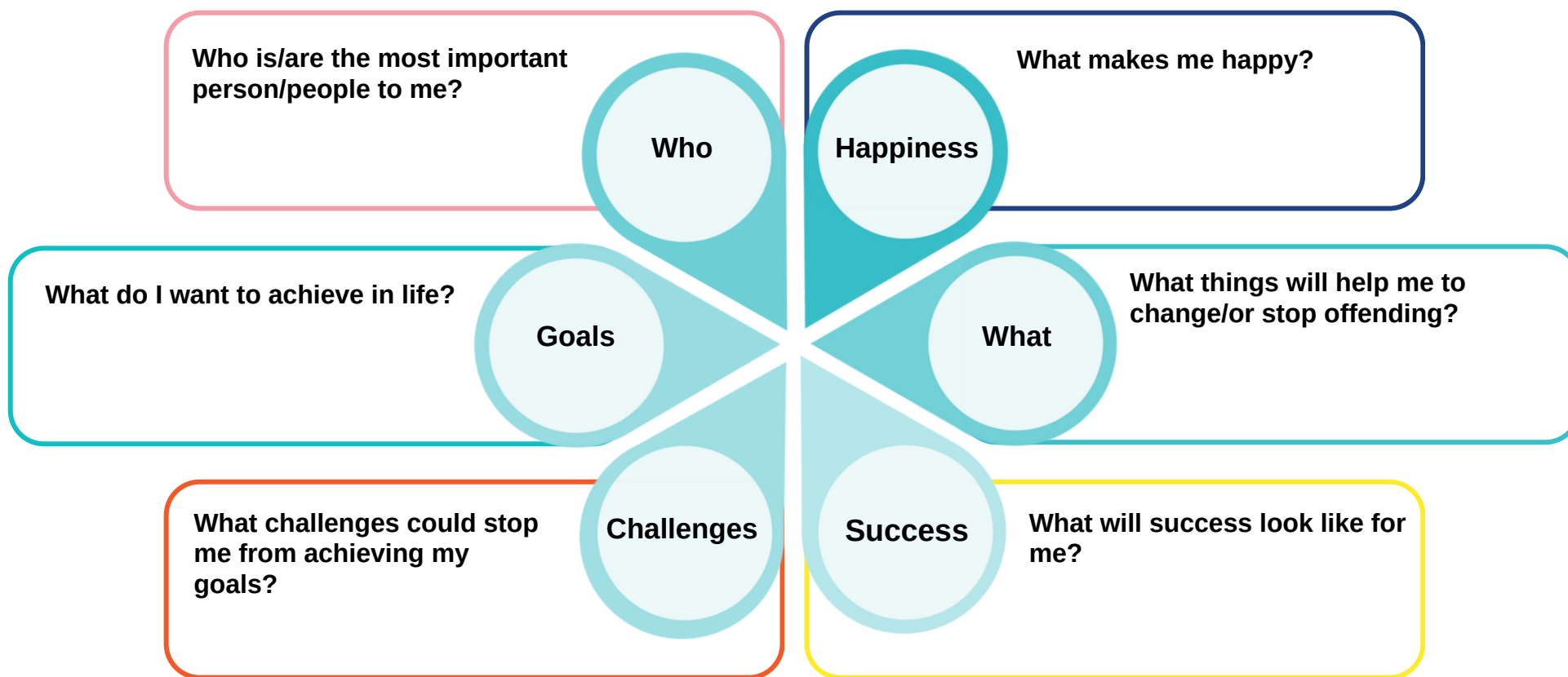
The legal side of running a business

What are the legal rules you should know about?	47
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Core qualities needed to run a business

What are the core qualities?	50
Build your confidence to start your business	52

My Thought Map



Self-employment road map

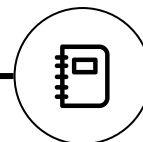
As you go on your journey of working for yourself with us, remember to colour in each circle along the way.

Introduction to self-employment, half-day workshop



Half day peer-to-peer group workshop

I have attended sessions



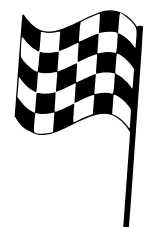
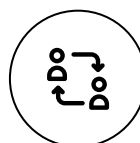
Completed workbook

Completed business plan



1-to-1 sessions

I have attended sessions



My Business Overview

Complete this last.

My business idea is...

My customers are...

I will market my business by...

The business support I need is..

The challenges I might face in my business are...

My business mission statement is...

Your business idea



Page 6



Your business idea

What does self-employment mean to me?

Self-employment is when you work for yourself. You are your own boss, and you can decide what work you do, when you do it, and how you do it. It can be a great way to make a living for yourself, and help you get back your independence after your release from prison.

Being your own boss can also inspire you with a sense of achievement, and the chance to boost your self-confidence.

What does self-employment mean to you?

Self-employment means to me...

Your business idea

What does self-employment mean to me?

Why I am I starting a business.

Why start a business? It can be one reason or many. Knowing why keeps you motivated, helps build your brand, and shows customers why they should choose you.

Why did you decide to have your own business instead of working for someone else?

What inspired you to start this business? Was there something you wanted to fix or make better?

Did anything happen or were there any personal challenges that made you want to start this business?

How do you think your business will make people's lives better?

Your business idea

What should my business idea be?

When you are thinking about starting a business, it is important to choose a business idea that is a good fit for you. This means thinking about your interests, skills, and talents. It also means thinking about what you love doing and what you would be good at.

On the next page are some questions to help you with coming up with a business idea.

Even if you already have a business idea in mind, we still suggest you complete this activity to make sure that the idea you have, matches what you truly want to do and what you love doing.



Your business idea

What should my business idea be?

What am I good at?

What do I enjoy doing?

What problems can I solve?

What am I passionate about?

What services can I provide?

What products can I make?

Your business idea

What should my business idea be?



Use this space to write down your business idea/s:

If you have lots of ideas for starting a business, talk to your Business Start-Up Advisor, or Prison Self-Employment Champion. They can help you choose the best idea for you.

It is important to remember that your business idea can change over time. As you learn more about the business world and your own skills and interests, you may find that you want to change your business idea. This is perfectly okay! The important thing is to start with an idea you are excited about and that you believe in.

No matter what business idea you choose, make sure that you are passionate about it and that you are willing to work hard to make it a success.

Your business idea

Is my business idea possible?

When you are thinking about starting a business, it is important to consider whether your business idea is practical.

Here are some questions for to complete that will help you consider whether the business idea you have chosen is practical.

What problem or need does your business idea solve or address?

Many people face the challenge of...

This makes them feel...

My business aims to solve this problem by...

Which will make them feel...

Do people want or need what you are offering?

Can you find a group of people who would be willing to pay for your product or service? Speak to prison staff, friends and family.

☐ Yes ☐ No

Your business idea

Is my business idea possible?

Can you do the work yourself?

Do you have the skills and knowledge to provide your product or service?

☐ Yes ☐ No

If no, are you willing to learn?

☐ Yes ☐ No

What are your start-up costs?

How much money do you think you will need to start your business, and how will you get that money?

I think I will need £

Can you afford the start-up costs?

☐ Yes ☐ No

Your business idea

Is my business idea possible?

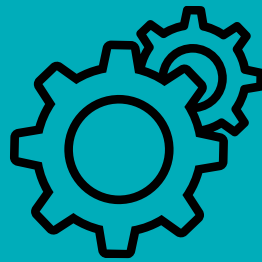
What are your challenges?

Can you think of any challenges or difficulties you might face in running your business?

What makes you unique?

Is there anything special or unique about your idea that makes it stand out?

How to set up a business



Page 15



How to set up a business

Registering your business

After you have a clear idea for your business, have done your research and your business plan, one of the first steps towards setting up your business is to register it.

What is business registration?



Business registration is the process of making your business official with the government. This means that you will need to give the government some information about your business, such as your business name, address, and what kind of business you are.

Why do I need to register my business?



There are 3 important reasons to register your business:

- It's a rule. In the UK, all businesses must register with Companies House or HMRC.
- It makes people trust you more.
- It keeps your business name and ideas safe.

What are the different types of business registration?

There are three main types of business registration in the UK:

- **Sole trader:** A sole trader is a business owned and run by one person. This is the simplest and cheapest type of business to register.
- **Partnership:** A partnership is a business owned and run by two or more people.
- **Limited company:** A limited company is a business that is separate from its owners. This means that the owners' personal possessions are protected if the business fails. Limited companies are more difficult to register than sole traders or partnerships.

How to set up a business

Registering your business

How do I pick the right business type for me?

Here is a list of some of the things you need to think about when picking the right business type for you:



Is your business going to be owned and run by just you? If yes, setting up as a sole trader will be best.

☐


Do you want to work with friends or family? If yes, then a partnership or limited company will be best.

☐


Do you have lots of personal assets, such as property, you want to keep safe? If you have a lot of personal assets, you may want to consider registering as a limited company. This will protect your personal assets if the business fails.

☐

Use this space to write what business type your business will be:

If you are still not sure which type of business is right for you, you should talk to your Business Start-Up Advisor. They can help you to understand the different types of business registration and choose the right one for you.

How to set up a business

Business Insurance

What is business insurance?



Business insurance keeps your business safe from money troubles. If something goes wrong, insurance helps you fix it! It can help you pay for things like medical bills, or legal fees if you are sued.

Why do I need business insurance?



Business insurance is important because it can protect you from financial loss. If something goes wrong in your business, insurance can help you get back on your feet.

What types of business insurance are there?

There are many different types of business insurance, here are some of the more common ones:



- **Public liability insurance:** This insurance covers you if someone is injured or their property is damaged on your property.



- **Professional indemnity insurance:** This insurance covers you if you are sued for making a mistake in your work.



- **Product liability insurance:** This insurance covers you for any personal injuries, loss of or damage to property caused by your faulty product.



- **Employers' liability insurance:** This insurance covers you if an employee is injured or becomes ill at work.



- **Tools insurance:** This insurance covers any loss or accidental damage of items whilst working.

How to set up a business

Business Insurance

How do I choose the right business insurance?

The right business insurance for you will depend on the type of business you have and the risks you face. It is important to talk to an insurance agent to get advice on the right coverage for your business.

Here's an activity to find the best business insurance for you:

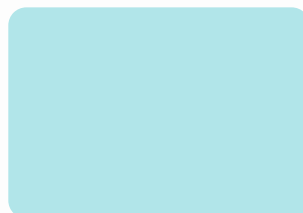
Use the space below to write down 3 things that might go wrong in your business, like if someone gets hurt or if you make a mistake.

- 1
- 2
- 3

Now, match these problems with the special insurance types that can help you stay safe.

Example

Someone slips and falls in your home salon and breaks their ankle.



Public liability insurance



Professional indemnity insurance



Product liability insurance



Employers' liability insurance



Tools insurance

How to set up a business

Setting up a bank account for your business

When you start a business, you need to set up a bank account for it. This is important because it will help you keep your business finances separate from your personal finances.

Here are the steps on how to set up a bank account for your business:

- Choose a bank. There are many different banks in the UK, so it is important to choose one that is right for your business.
- Gather the required documents. The documents you need will vary depending on the bank, but they may include your business registration certificate, your ID, and proof of address.
- Fill out the application form. The application form will ask you for information about your business, such as its name, address, and contact details.
- Meet with a banker. A banker will help you open your account and explain the features and benefits of the account.

What kind of bank account do I need?

There are many different types of bank accounts available, so it is important to choose the right one for your business. Here are some things to consider when choosing a bank account:

- **The type of business you have.** Some banks offer different accounts for different types of businesses, such as sole traders, partnerships, and limited companies.
- **The features you need.** Some accounts have features that are more suited to businesses, such as the ability to accept online payments or make international transfers.
- **The fees.** Bank accounts can have different fees, so it is important to compare the fees before you choose an account.

How to set up a business

What permits and licences do I need?

What are permits and licences?

Permits and licences are important documents that allow you to do certain things in the UK. They help to keep people safe and make sure that businesses are following the rules. Permits and licences are similar, but there are some key differences:

- A permit is usually a small document that allows you to do something specific, like selling food at a market or having a street stall.
- A licence is a more formal document that allows you to do something more complicated, like running a restaurant or driving a taxi.

Why do you need permits and licences?

Permits and licences are important for a few reasons:

- They help to keep people safe. For example, food handlers must have a food hygiene certificate to ensure that food is safe to eat.
- They make sure that businesses are following the rules. For example, businesses must have a business license to operate legally.
- They protect customers. For example, taxis must have a taxi license to ensure that they are safe and reliable.

Do you need a permit or licence?

Upon your release from prison, check the website GOV.UK to see what permits or licences you may need for your business. Your Business Start-Up Advisor will also tell you what permits or licences you may or may not need.

How to set up a business

Self-employment and benefits

Can I claim benefits if I am self-employed?



Yes, you may be able to claim benefits if you are self-employed. The benefits you can claim, depend on your individual circumstances.

What benefits can I claim if I am self-employed?



Benefits can help you with your living costs. Some of the benefits that you might be able to claim include:

- Universal Credit
- Income Support
- Jobseeker's Allowance
- Disability benefits
- Carer's Allowance

Do my benefits stop when I start self-employment?

Your benefits may stop when you start self-employment, depending on your circumstances. For example, if you are claiming Universal Credit, your payments may stop if you earn more than a certain amount of money.

How are my benefits worked out when I am self-employed?

Your benefits will be worked out based on your earnings, expenses, housing costs and family circumstances. If you are claiming Universal Credit, your earnings will be taken into account when calculating your monthly payment. For example, if you earn more money, you may receive less Universal Credit. You may also be able to declare a deduction for your business expenses.

How to set up a business

Self-employment and benefits

To claim benefits if you are self-employed, you need to contact the Department for Work and Pension (DWP). The DWP will assess your eligibility for benefits and will make a decision about whether you are entitled to receive any benefits.

Other things to keep in mind:

- You may be able to get help with your childcare costs if you are self-employed and claiming benefits.
- If you are self-employed and claiming benefits, you should keep good records of your income and expenses.
- If you are self-employed starting a new business you may be able to get a 12-month grace period on Universal Credit. This means that you will not need to meet the usual requirements to claim Universal Credit for the first 12-months of your business. To be eligible for the 12-month grace period, you must meet the following criteria:
 1. You must be self-employed and have started a new business.
 2. You must be taking active steps to increase your business income.
 3. You must not have been self-employed in the last 5 years and claimed the 12-month grace period.



How to set up a business

Paying your taxes

When you are self-employed, you must pay taxes on your income (the money you make through your business). This is called Self-Assessment.

Here are the steps to pay your taxes when you're self-employed:



Keep track of your income and expenses.



Fill out a Self-Assessment tax return.



Pay your tax bill.

Keeping track of your income and expenses

From the moment you set-up your business, you need to keep track of all your income and expenses for your business. For example:

- Income - The money you earn from selling your goods or services
- Expenses - The money you spend on your business, such as, rent, materials, and travel

You can keep track of your income and expenses in a spreadsheet or a notebook. There are also accounting programs online that can help you do this.

How much money should I set aside?

Most people who work for themselves put some money away each month for their taxes, around 20-30%. The money you save for your tax bill belongs to the government. So, it's a good idea to keep it in a different account from your regular accounts.

How to set up a business

Paying your taxes

Filling out a Self-Assessment tax return

In the UK, you need to file your self-assessment tax return by January 31 each year. Don't panic! Filing a self-assessment return feels less scary once you understand the basics. Here's a quick rundown:

Do you need to file a self-assessment? Yes, if:

- Your self-employment income was over £1,000 for that tax year.
- You are a partner in a business partnership

Getting started:

- Register for Self Assessment
- You'll receive your Unique Taxpayer Reference (UTR).
- Set up a Government Gateway account with your UTR.

Paying your tax bill

As self-employed, you pay taxes on your income, which need to be paid by January 31 after the end of your tax year. The amount of tax you will have to pay will depend on your income (the money you make).

The tax year is like a special calendar the government uses. It starts in April and finishes in the next April, not like the regular January to December calendar.

What if I cannot afford to pay my taxes.

If you cannot afford to pay your taxes, you can contact HMRC and ask for help. They maybe able to give you a payment plan.

How to set up a business

Self-employment and pensions

When you start a business, it is a good idea to think about a savings plan for when you are older. This plan can help you save money for when stop working.

What is a pension?

A pension is a way of saving money for when you retire. When you retire (stop working), you will get a regular income from your pension.

Why do I need a pension if I'm self-employed?

If you are your own boss (self-employed), no one signs you up for a pension (savings plan) automatically. You must be the one to save money for when you stop working someday.

What are the different types of pensions for self-employed people?

You can pick from a few types of pension plans. Here are two of the more common pension plans:

- **Personal pension:** You start this savings plan yourself. You choose how much money to put in and where it goes.
- **Self-invested personal pension (SIPP):** This one gives you more choices about where your money goes. You can pick stocks, shares, and even property.

How to set up a business

Self-employment and pensions

How much should I save for my pension?

The amount you save depends on your own situation. But a good idea is to save about 10% of the money you make for your pension.

How do I start a pension?

Starting a pension is easy. Just talk to a pensions plan company. There are lots of them, so check out a few and see which one you like best.



How to set up a business

Setting your financial target

Short-term revenue goal

Think about how much money you want to make in the first few months or the first year. This is called, your short-term revenue goal.

Write down your short-term revenue goal.

My short-term revenue goal for the first 6-months is:

Long-term Revenue Goal

Plan for growth. What is your revenue goal (how much money you would like to make) for the next few years?

Write down your long-term revenue goal.

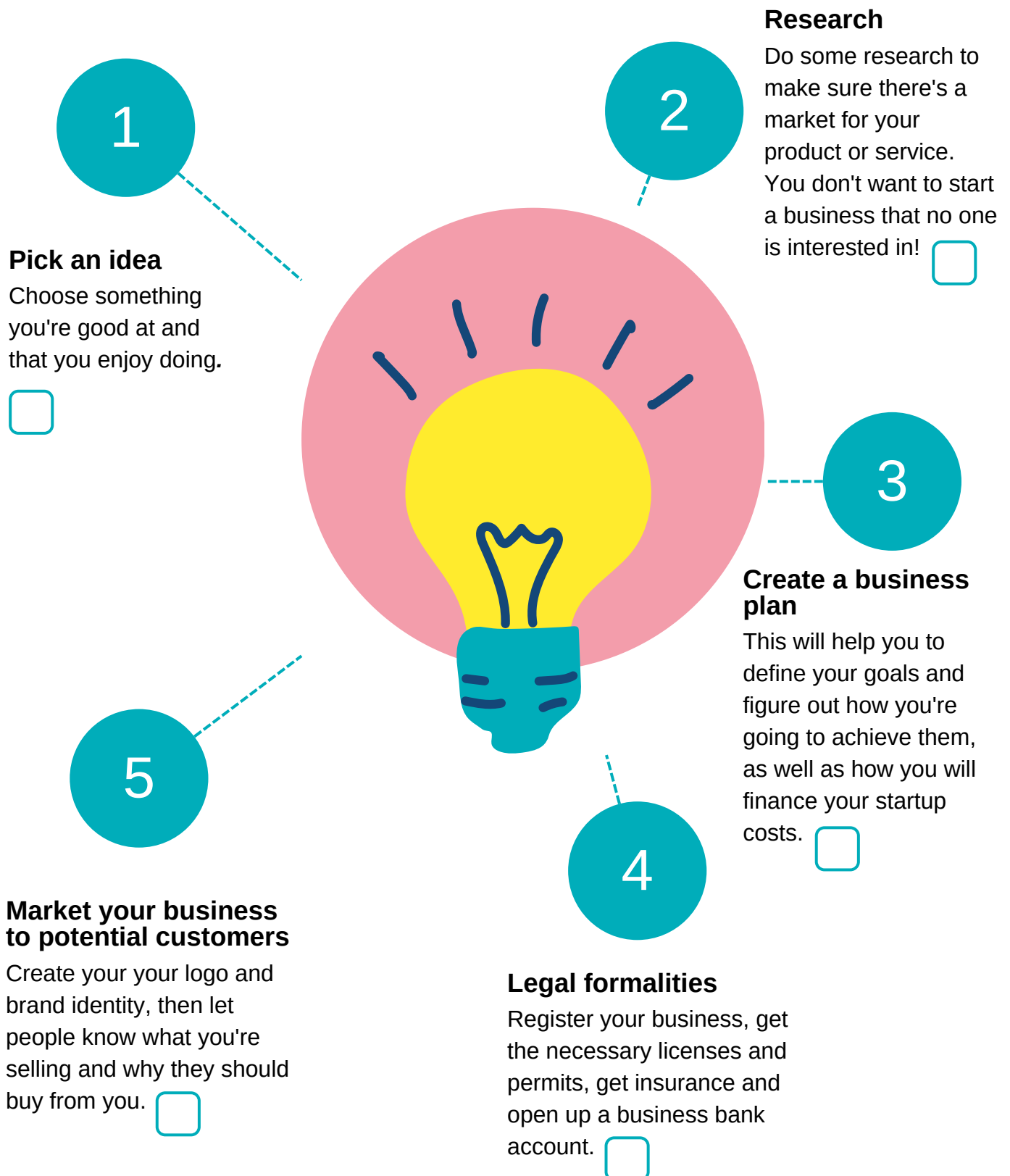
My long-term revenue goal for the first 3 years is:

In our business plan template, you will be able to plan and guess how well your business might do with money in the first year.



How to set up a business

Let's make it easy to understand how to start your business. Here are 5 important steps to begin your very own business.



Marketing your business

Page 30



Marketing your business

My business brand

What is branding?



Branding is how people see your business or product. It's the way they think about it, feel about it, and remember it. A strong brand can make people likely to buy your products or services, and it can also help you charge more for them. Brand is all about belief. It's what people think, say, and feel about your business. While business is how you make money and operate, brand is the heart and soul.

Why is branding important?

There are many reasons why branding is important. Here are a few.



It helps people remember your business.



It helps you to stand out from the competition.



It helps you to build trust.



It helps you charge more for your products or services.

Marketing your business

How to create a strong brand

Here is an activity to help you create a strong brand.

How do you want people to talk about your brand?

These will be your brand values. Think about the nice words you want people to use when they talk about your business. Are you friendly and professional?

How do you NOT want your brand to be described?

What words don't you want people to use when they talk about your business?

What feelings do you want people to have when they see your brand?

Imagine the happy feelings you want your business to bring to others.

Marketing your business

How to create a strong brand

What problem does your ideal customer have at the beginning?

Think about what troubles your business can help solve for your special customers.

How does your brand solve their problem?

How can your business make things better for your customers?

Where do they end up after your solution?

Imagine the big smiles on their faces when your business helps them!

Marketing your business

How to create a strong brand

Choose a name that people will remember.

Think about what problems your business can help solve for your customers.

Choose colours that represent your brand.

What colours do you want to use to represent your brand? Do you want to use bright and cheerful colours, or do you want to use more muted and sophisticated colours?

- Look at the different colour palettes below and see which ones you like best.
- Choose a few colours that you think best represent your brand well.



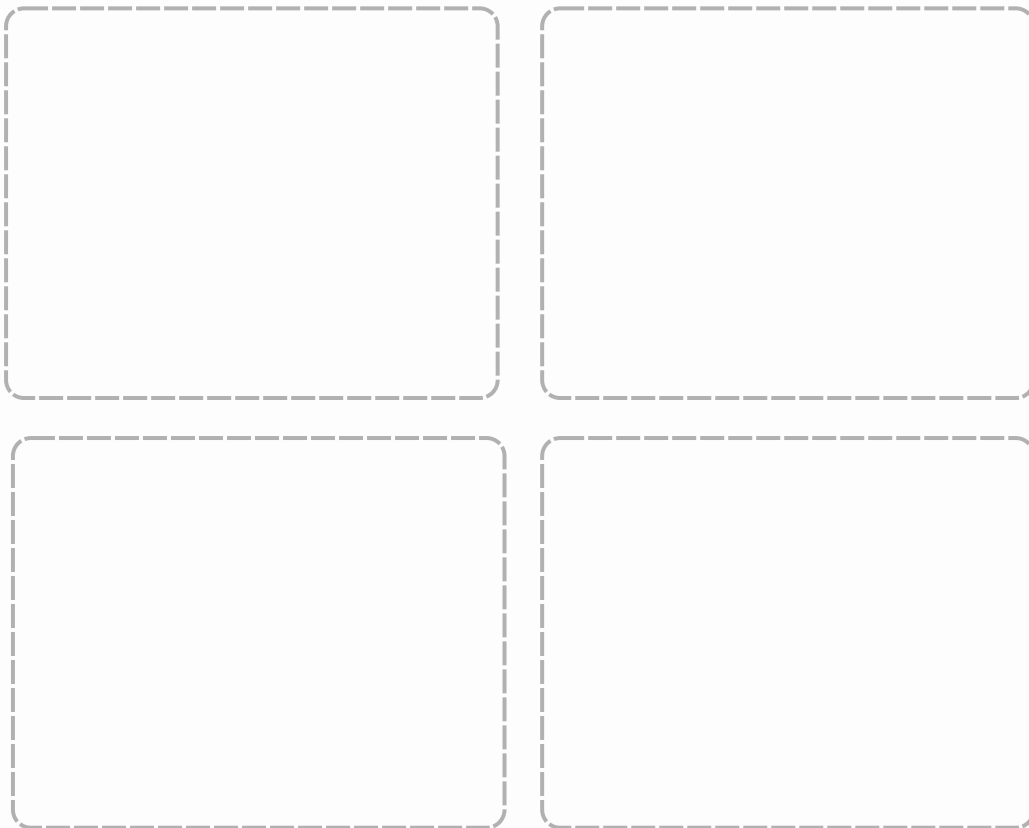
Marketing your business

How to create a strong brand

Create a logo that represents your brand.

Your logo is one of the most important branding elements you will have. It should be something that people will remember and that will represent your brand well.

- Draw a few different logos that you think represent your brand.
- Ask your friends or prison staff to vote on their favourite logo.
- Choose the logo that you think is the best.

Four dashed rectangular boxes arranged in a 2x2 grid, intended for drawing different logo designs.

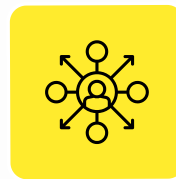
After you create your brand identity, always use it the same way in all your marketing, like on your website, social media posts, business cards and leaflets. That means using the same colours, fonts, and style in all these places.

Marketing your business

What is marketing?

What is marketing?

Marketing is how you tell people about your business. You want people to know what you sell, and why they should buy from you.



Why is marketing important?

Marketing helps you reach new customers and sell more products or services.

How do you market your business?

There are many ways to market your business, see below.



Word-of-mouth

Tell your friends and family about your business.



Social media

Create a business page on Facebook, Instagram or twitter and share information about your products and services.



Attend events

Attend local events or festivals. This is a great way to meet new people and network with potential customers.



Run ads

You can run ads in your local newspaper or online. This will help you reach a wider audience.

Marketing your business

What is marketing?



Create flyers

Make flyers about your business and post them around your local area.



Put up signs

Put up signs in your local area.



Create a website

A website is a great way to share information about your business with the world.



Public relations

Get your business featured in the news or on local TV or radio stations. This is a great way to reach a large audience.



Offer discounts or run giveaways

This is a great way to attract new customers, get your name out there and win some free exposure.

Tips for marketing your business

- **Be clear about what you offer and to who** – What are your products and services? What makes them unique? Know who you are selling to.
- **Be consistent** – Market your business regularly and use the same branding and messaging across all your channels.
- **Be patient** - It takes time to build a successful business, don't give up if you don't see results right away.

Thinking about your own business, list 3 ways you can market your business.

Marketing your business

My target customer

What is a target customer?



A target customer is the person or group of people that you are trying to sell your product or service to. They are the people who will be most likely to be interested in what you have to offer.

Why is it important to know who your target customer is?

Knowing your target customer is important because it helps you to:

- Market your product or service to the right people. If you know who your target customer is, you can make sure that your marketing messages are reaching them.
- It helps you to create products or services that people will want to buy.
- Set a price that they are willing to pay for your product or service.



How do you find your target customer?

Complete the activity on the next page to help you find your target customer.

Marketing your business

My target customer

Who are you selling to?

What are their needs?

What are their interests?

Where do they live?

What is their age range?

What is their income level?

What are your customers' pain points?

What are they struggling with?

What problems do they have?

What are they looking for in a product or service?

What are your customers' goals?

What are they trying to achieve?

What are their dreams?

Your products or services

Who would benefit from them?

What problems do they solve?

What makes them unique?

Where can you reach your target market?

What websites do they visit?

What social media platforms do they use?

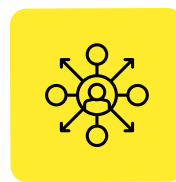
What events do they attend?

Marketing your business

My marketing message

What is a marketing message?

A marketing message is a short, clear statement that tells people what your business is about and why they should care.



Why is it important to have a marketing message?

A marketing message helps you to connect with your target market and get your business noticed.

How do you find your marketing message?

Here is an activity to help you find your marketing message.

Insert your business name:

Insert a verb (action/what you do):

Insert who your customer is:

Insert what your outcome is?

Now, put it all together in a sentence below to create your marketing message:

Here are some examples of marketing messages:

“We make delicious, healthy snacks that kids love.”

“We provide affordable, professional cleaning services for busy families.”

“We offer personalised coaching and support to help women achieve their business goals”

Marketing your business

My marketing plan

Business name:

Marketing message:

Target Customer:

My marketing plan:

Marketing Goal	How will I do this	Target date
Example: To increase the number of customers visiting my food truck	Set up my food truck in a busy location	The end of the summer, which is 3 months from today.

Funding your business



Page 42



Funding your business

Funding options

When you are starting a business, you will need to find a way to fund it. There are a few different ways to fund your business, including:



Personal savings. If you have any personal savings, you can use that money to fund your business.



Loans from family and friends. If you have family or friends willing to lend you money, you can use that money to fund your business.



Government grants. There are a few government grants available to help small business start-up and grow. Grants do not need to be paid back.



Business Loans. You can take out a business loan to help you start your business. You will need to have a good business plan and a good credit score to get a loan. Business loans will need to be paid back.



Crowdfunding. Crowdfunding is a way to raise money from a large number of people. You can set up a crowdfunding campaign on websites like GoFundMe. There are different ways to crowdfund for your business, and each has its pros and cons.

It is important to consider your own financial situation and the type of business you are starting when choosing how to fund your business idea.

From the above, what do you want to learn more about?

Funding your business

Starting with what you have

Starting a business is possible with no money or very little money, here are some ideas:



Offer your service

You can start by offering your services to friends, family, or neighbours and gradually build your customer base through word-of-mouth.



Trade or skill swap

Swap things you have for things you need. For example, if you are a baker, could you trade your baked goods for someone's help with making flyers?



Use what you have

Make the most of what you already own. Use your computer, tools, or things at home to start your business. There are free or cheap online tools you can use too.



Team up

Work with someone who has different skills or things. Share your ideas, tasks, and share the money you make together.



Start small

Begin by offering your things or help to a small group of people. When you earn money, use it to grow your business and reach more people.



Look for support

Talk to local businesses or groups that might be interested in your idea. They might give you things or money to help you get started.

Funding your business

Starting with what you have



Use social media

Share your business on sites like Facebook or Instagram. Make fun posts, get followers, and attract customers without spending money.



Take orders

If you sell things, ask people to pay you in advance or give a small deposit. This way, you'll have money to make or deliver the items.



For your business idea, think about ways to start and run your business with the resources that you already have. Here are some questions to help you think:

- What tools or resources do you already have that can be used?
- Can you offer your service or product to friends or family to get started? Who?
- Are there any materials or equipment you can source for free? Where?
- Can you exchange your services with someone who has something you need? What do you need, and who has it?
- How can you use your skills or talents to provide value to others without spending money?

The legal side of running your business



Page 46



The legal side of running your business

What are the legal rules you should know about?

When you start a business, it is important to know the legal rules that apply to your business. These rules can vary depending on the type of business you are starting and the country where you are located.

Here are some of the legal rules that you may need to know:



Business name: You need to choose a business name that is unique and easy to remember. You should also make sure that the name is not already in use by another business.



Register your business: This will make your business official and legal.



Business licences and permits: You may need to have a certain licence or permit to run your business legally. The licence or permit you need will depend on the type of business you are starting and the location of your business.



Taxes: Taxes are money that businesses pay to the government. They help support important things like schools, roads, and hospitals. You will need to pay taxes on the money you make through your business. The amount of taxes you owe will depend on the amount of money you earn and the type of business you have.



Business contracts: Sometimes, you might need to make agreements or contracts with other people for your business. Contracts are like promises that both sides agree to. Having a contract can help you to avoid legal problems and protect your interests.



Protecting Ideas and Inventions: If you have a new idea or invention for your business, you may want to protect it. This is called getting a patent or copyright. You may also want to protect your intellectual property such as your business name, logo, and website. You can do this through the government website.

The legal side of running your business

What are the legal rules you should know about?



Employment law: If you hire employees, you will need to comply with employment laws. These laws protect employees' rights and set rules for how you can hire, fire, and pay employees.



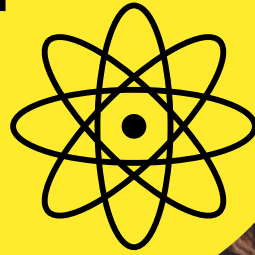
Business Insurance: Business insurance is especially important for small businesses and can protect your business from financial losses. There are many different types of business insurance, which can help you pay for things like medical expenses, property damage and legal fees if your business is sued.

From the above, what do you want to learn more about?



- Draw a picture or use words to describe the business you would like to start.
- Write down the name of your business and what you plan to sell or do.
- Think about and write down the legal things you would need to start your business.

Core qualities needed to run a business



Page 49



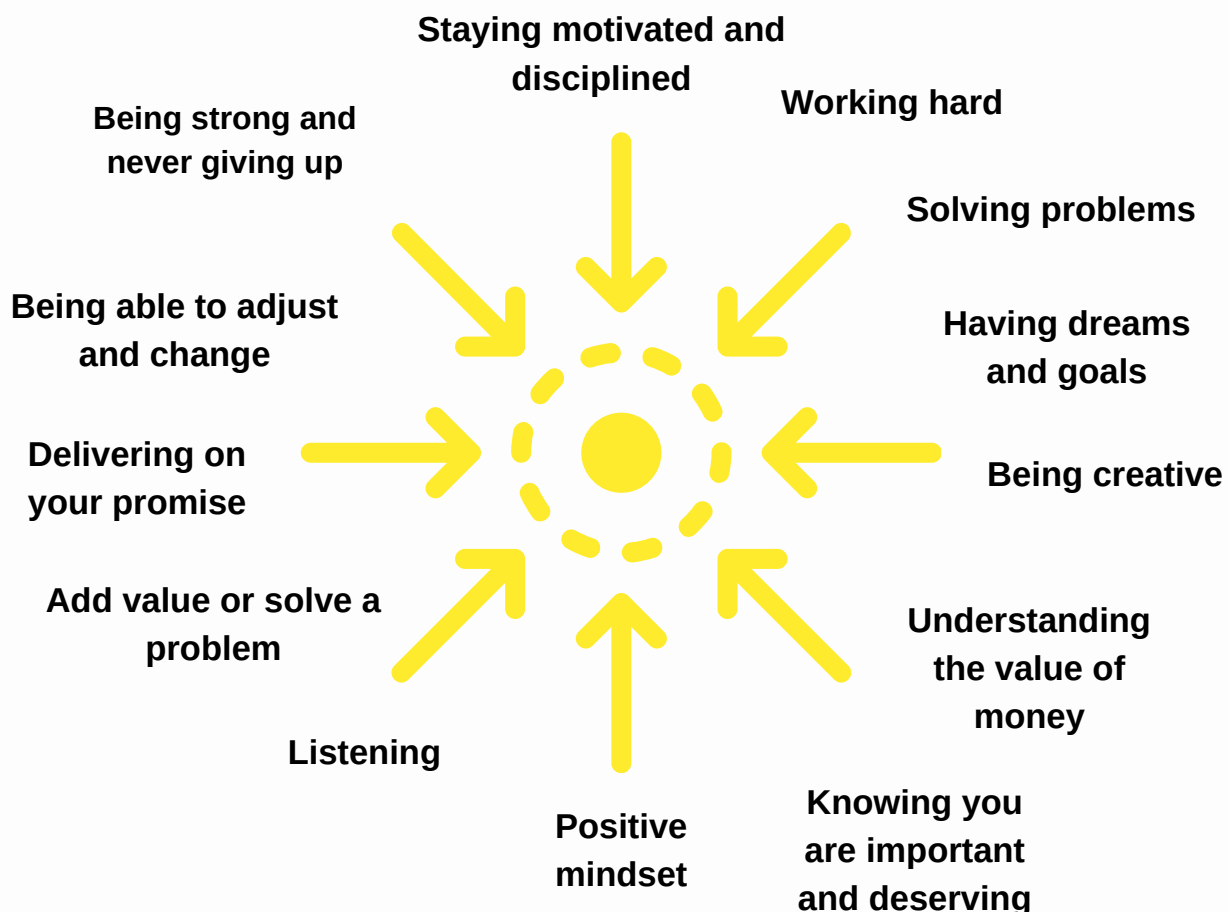
Core qualities needed to run a business

What are core qualities?

What are core qualities?

- Core qualities are the much-needed attitudes and behaviours that make a person successful in business.
- They are the attitudes and behaviours that help you to start and run a successful business.

Some of the core qualities that are important for people starting and running their own business include:



Core qualities needed to run a business

What are core qualities?



Make a list of important qualities

Make a list of important qualities you think are needed to start and run a business. Like talking to new people, solving problems, or being patient.

Remember a time when you used one of these qualities.

Remember a time when you used one of these qualities. What quality did you use, and how?

Think about which qualities you want to get better at.

Think about which qualities you want to get better at. How can you become even better at using those qualities.

Learn from Others and start practicing.

Talk to those people you identified as being important to you **(thought map page)** about the qualities you want to develop. They might have helpful tips or ideas on how you can practice and get better. Then start practicing and getting better at them today!
You can do it!

Core qualities needed to run a business

Build your confidence to start your business

Feeling confident about your business idea? Talk about it! We'll practice sharing in peer-to-peer sessions, by talking about our business ideas. It's called a 'pitch.' Here's what you can talk about when you share your idea. Start practicing and be ready to share.



1. Introduction

Who are you? What do you really like to do? Tell us a bit about yourself!



2. Problem Statement

Talk about the problem or need your business idea will address. Why is it a big deal? How does it make people feel?



3. Solution

How can your idea help solve the problem? How does it make things better?



4. What's your idea?

What is your business all about? What do you want to do or make?



5. Who wants it?

Imagine the people who might really like your idea. Who are they? What do they like to do? Why will they think this is a great idea?



6. Why it's the best

What makes it different from others?



7. Making money

How will you get money for your idea? Will people pay for it? How much?



8. Marketing Strategy

How will you let people know about your idea? What will you say to make them want it?

Core qualities needed to run a business

Build your confidence to start your business

Take notes on what you want to say in your pitch and important things you want to talk about.

You've made it!

You are finally at the end.

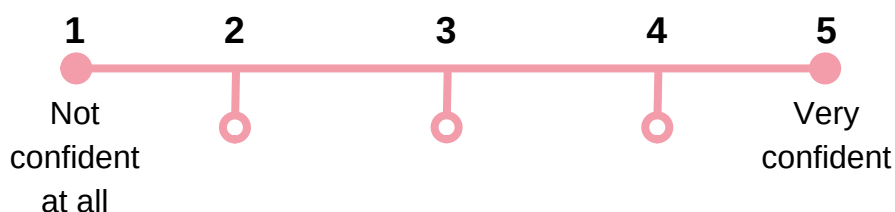


Congratulations on reaching the end of this workbook!

Now that you've completed all the activities, **remember to go back to page 5 and complete your 'business overview page'.**

How confident do you feel about starting your own business now?
Rate your confidence level!

How confident do you now feel about starting your business? **Please circle.**



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