



Providers of Educational, Technical & Financial Assistance
to New & Existing Small Businesses in Pike, Jackson, Ross & Scioto Counties

Self-Employment: From Dream to Reality Training Curriculum Outline

Getting Started – Provides the opportunity for personal evaluation of entrepreneurial readiness and identification of problem areas that need further development before the individual attempts to run a business. Roadblocks such as personal credit history and personal support systems are also examined here, and recommendations made.

Week One

Session 1

Orientation

- Administrative details
- Instructor introductions
- Review books
- Review course overview and session dates
- Explanation of in-class structure
- Student responsibilities
- Instructor responsibilities
- Student introductions

The World of Business

- Do You Have What It Takes?
- Business Failure
 - *Why Do Businesses Fail?*
- Planning Your Business Is Critical
 - *Your Best Bet is a Business Plan*
 - *The Contents of a Business Plan*

Session 2

Defining Your Dream

- A Good Business For You.
- Exploring Your Dreams
 - *Know Yourself*
 - *Define Your Values*
 - *Research Your Choices*
- Create a “Sound-Bite” for Your Business
- What’s in a Name?
- Identify Your Support Team

Week Two

Session 3

Financing the Dream

- A Look at Your Business
- Financing 101
 - *The Language of Finance*
 - *The Risky Start Up*
 - *The Existing Business*
- Getting a Loan
 - *Identify Your Needs*
 - *Develop a Financial Plan*
 - *The Application Process*
 - *Get to Know Your Lender*
 - *Personal Credit*
 - *You’ve Been Approved! Now What?*
 - *An Interest in You!*

Session 4

Set Goals So You Can Take Action

- Set a Goal
 - *Establishing Effective Goals*
- Create an Action Plan
- Three Scenarios
 - *How to Make an American Quilt*
 - *Painting Himself into a Corner?*
 - *Hot Stuff or Hot Spot?*
- Now It’s Your Turn

Week Three

Session 5

Pricing Your Products and Services

- Pricing Strategies
- What Price is Right?
 - *Customer Surveys*
 - *Shopping Your Competition*
 - *Market Research Sales*
- What Are Your Expenses?
 - *Cost of Goods Sold*
 - *Fixed Expenses*
- The Break-Even Analysis
 - *When Will You Break Even?*
 - *Sarah Sue's Scenario*
 - *Henri's Hemp Tote Bags*
 - *Selling Multiple Products*
 - *Mary's Lions, Tigers, and Bears*
- Pricing for Service Providers

Session 6

Reaching Your Customers

- The Five Marketing Questions
 - *What Is Your Product or Service?*
 - *Who Are Your Potential Customers?*
 - *How Do You Reach Your Customers?*
 - *What Other Businesses Are Offering the Same Product or Service?*
 - *How Will You Deliver Your Product or Service to Keep Customers Coming Back for More*

Week Four

Session 7

Managing Your Cash Flow

- What is Cash Flow?
- Projecting Cash Flow
 - *Cathy's Cleaning Service*
- Improving Cash Flow
- Predicting the (Cash) Future
 - *Sandra's Sewing Circle*
- Projections for Lenders

Session 8

The Business of Business

- Legal Forms of Business
 - *Sole Proprietorships*
 - *General Partnerships*
 - *Limited Liability Company (LLC)*
 - *Corporations*
 - *Choose the Best Business Form*
 - *Your Business Form*
- Insuring Your Success
 - *Types of Insurance*
 - *Steps for Insurance Planning*
 - *Choose the Right Insurance*
 - *Your Insurance Priorities*

Week Five

Session 9

Managing Your Records

- Keep Your Records Well
 - *Information Is a Management Tool*
- It's Not Personal, It's Only Business
- A Simple System
 - *Managing the Paperwork*
 - *Recording Transactions*
- Using Accounting Software
- General Information
 - *How Long to Keep Your Records*
 - *How to Select an Accountant*
 - *Employee or Independent Contractor?*

Session 10

Understanding Financial Statements

- Just the Facts, Ma'am
 - *Who?*
 - *What?*
 - *When?*
 - *Why?*
- You Ought to be in Pictures!
 - *Is This Picture in Focus?*
 - *The Whole Family Album*
 - *Cash vs. Credit*
- The Chart of Accounts
- A Picture in Review
- Retained Earnings Accumulate
- Examine Your Financial Picture

Is an E-business Right for You?

- What is an E-business?
- Defining Your E-business
 - *What Are You Selling?*
- Setting Your E-business Apart from the Competition
- Launching Your Website
 - *Register a Domain Name*
 - *Build Your Website*
 - *Host Your Website*
 - *Promote Your Website*
- Planning Your E-business