



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