



# Starting your own business?

Essential knowledge to help you start up and grow your business

<b>Day 1</b> Start as you mean to go on... & Get your ducks in a row... Tuesday 5 <sup>th</sup> December 9.30am – 4.30pm	<ul style="list-style-type: none"><li>• What's the dream?</li><li>• Give us your pitch!</li><li>• Introducing the business plan concept</li><li>• Running your own business</li><li>• Business structures</li><li>• Staying legal</li></ul>	Deborah Clark, Get Real Leadership
<b>Day 2</b> Show me the money! & Get me Wednesday 6 <sup>th</sup> December 9.30am – 4.30pm	<ul style="list-style-type: none"><li>• Introduction to cashflow management</li><li>• Keeping records/bookkeeping</li><li>• Keep the money flowing</li><li>• Pricing your products or services</li><li>• Contingency planning</li></ul>	Justine Douglas, Cumbria Training Services
<b>Day 3</b> Finding and keeping customers & Going social & the grande finale Thursday 7 <sup>th</sup> December 9.30am – 4.30pm	<ul style="list-style-type: none"><li>• Steps for creating a marketing plan</li><li>• Creating a marketing budget</li><li>• Top practical marketing tips for start-ups</li><li>• Value of social media</li><li>• Top tips for using social media in your business</li></ul>	Jackie Harris, Brightspark Marketing

**Venue:** Energus, Blackwood Road, Lillyhall Industrial Estate, Workington, CA14 4JW

This course is **free** to attend. Lunch will be provided.

For further information or to reserve your FREE place, please contact:

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