

Have you ever wondered what it takes to start your own business?

Come along to The Forum, Duke Street, Barrow in Furness on Thursday 16th November from 10.30am to 2.30pm to find out more

● **Could I? Should I? be my own boss**

This session will cover everything you need to know if you're thinking about being your own boss!

- Market research
- Costs & financing
- Legal & tax issues
- Contingency planning
- Working from home
- The joys to be found and the pit falls to watch out for

● **Budgeting, creating a financial plan & benefits and self-employment**

- Budgeting tips and best practice
- Understanding how to prepare for fluctuations in business income / seasonal work
- Understanding how to prepare for tax / NI / Expenses
- Looking at start up costs v ongoing costs
- How to price products and services
- Knowing your break even / profit thresholds
- Looking at how the benefits system can support self-employment
- Gainful v non-gainful self-employment
- Allowable expenses

● **Marketing – more than just your logo**

- The difference between brand and marketing and why it's all more than just a logo (Branding is who you are, Marketing is how you build awareness)
- Branding is about shaping perceptions not just having a lovely logo
- Marketing is about increasing awareness and sales (how to increase awareness)

After lunch local entrepreneurs will share with you their journey and give you a little insight into how they turned an idea into a business

To book your place email Lesley Robinson – lesleyr@cumbriachamber.co.uk