

EXPLORING SELF- EMPLOYMENT WORKSHOPS

These **FREE** 1 week workshops are designed to give you an understanding of

entrepreneurship
and
self-employment.

And to support those that have a business idea or dream of being their own **boss.**



PROGRAM OUTLINE

The workshop will cover 6 key topics to give you an appreciation of how to start your own business and whether entrepreneurship is a viable career path for you. They include:

1. GETTING STARTED

Learning to think like an entrepreneur

3. START-UP ESSENTIALS

The practical planning and requirements of starting a new business

5. GOING DIGITAL

Getting your business online

2. BUSINESS IDEA GENERATION AND VALIDATION

Mitigating the risk of failure

4. BRAND AND MARKETING

Making your business and you look good so you connect to your audience

6. MAKING THE SALE

How to acquire customers forever

For more info about this exciting initiative

CONTACT US ON

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or apply via our website

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Self-Employment Services

Delivered by ABS Institute