

Passport to Business Success

Workshops for
New Start Businesses

PASSPORT



Get help to start up and
succeed in business with a
programme of workshops
brought to you by Burnley
and Pendle Councils

Business Basics

If you are considering working for yourself this one and half hour workshop is designed to give you an outline of what's involved, what you need to know and what to do next. This informal and upbeat session is for anyone thinking of starting a business. This session will help you to set out a realistic path when planning your business. A great starting point covering the "ins and outs" of running a business including do you have the skills required, the considerations of working for yourself, how to find out if your idea is feasible and what other support is available.

Starting Your Own Business

This one day workshop provides you with a detailed look at all aspects of starting and running a business from marketing and business planning to understanding financial aspects within your business. At the end of this workshop you will be able to undertake your own research to see if your business idea is viable, put together a draft business plan and have an understanding of profit and loss.

This seminar will give you the tools to help your business take off. If you're considering setting up as a sole trader, a partnership or limited company, the help and encouragement you will get can support you in areas such as:

- Marketing/Competitors/Research
- How to write a good business plan • Managing cash-flow
- Overview of taxation and VAT issues.

This seminar is a great opportunity to get free information, talk to other local new business starts and swap experience and contacts.

Marketing on-line or Flat-line

This half day workshop is suitable for pre-start and existing businesses and is aimed at individuals wishing to understand and develop on-line selling tools.

In this workshop you will get to grips with building an effective online marketing plan by understanding the three key aspects of online marketing: Search optimisation, Pay per click (i.e. Google Adwords) and Social media. By the end of this session you will be able to select the most appropriate online marketing tools for your business which will support your business growth. You will gain an understanding of the techniques to help you optimise your website, improve your social media management and measure the success of your activity.

Sell Sell Sell

This half day workshop is suitable for pre-start and existing businesses and is aimed at individuals wishing to develop their selling skills.

Ever wondered why you didn't close that last deal? Why your competition seems to beat you even though you have a better product or service? Join us for an insightful session delivered by one of the region's leading sales professionals. This workshop will enable you to spot buying signals, handle objections, close deals and more importantly build those long term relationships that will secure your business growth for the future.

Bookkeeping

This half day workshop is suitable for anyone who is planning or has recently started a business to help you understand what you need to do in terms of keeping accurate records for your business.

This workshop will help you understand the 'ins and outs' of keeping accurate financial records. Including: * How to write up your books * Different types of book keeping * Know where your money is * How much money you owe or are owed *What does your cash flow look like * How much profit you have made * Overview of Income Tax and SelfAssessment requirements.

Marketing

This half day workshop is aimed at pre-start and trading businesses less than two years old.

The main aim of the workshop will be to aid delegates to know how to: • Improve their skills and understand how to compete in a competitive market • How to meet the specific needs of customers and clients • How to gain measurable sales results • Company branding ethics • How to deliver an effective marketing campaign • Reviewing your USP and consideration of a marketing strategy.

Keeping the Tax Man happy

This half day workshop is suitable for anyone who is planning or has recently started a business to help you understand what you need to do in terms of keeping accurate records for the tax office. This session offers first hand advice and support on all HMRC tax matters for new businesses.

A great opportunity to get all the information to ensure you are on track with tax issues including: • How to register with HMRC • The basics and importance of record keeping • The date your tax return and payments are due • Information on national insurance and how to pay it • How to access information direct from HMRC. This workshop is aimed at self-employed people and does not cover topics relating to Limited company status.

Business First Centre

Monday
9th October 2017
10.00-11.00

Tuesday
16th January 2018
10.00-11.00

Nelson Town Hall

Wednesday
18th October 2017
9.30-3.00

Business First Centre

Thursday
1st February 2018
9.30-3.00

Nelson Town Hall

Tuesday 17th
October 2017
1.00-4.00

Thursday
15th February 2018
1.00-4.00

Nelson Town Hall

Thursday
19th October 2017
9.30-12.30

Business First Centre

Wednesday
21st March 2018
10.00 - 1.00

Nelson Town Hall

Friday
20th October 2017
9.30-12.30

Tuesday
21st November 2017
9.30-12.30

Business First Centre

Thursday
9th November 2017
9.30-1.30

Nelson Town Hall

Wednesday
14th March 2018
9.30 -1.30

Business First Centre

Wednesday
24th January 2018
10.00-2.00

The Venues

Nelson Town Hall
Market Street
Nelson
BB9 7LG

Business First Centre

Empire Way
Off Liverpool Road
Burnley
BB12 6HH

To book your place on any of these events email:
marie.s@enterpriselancashire.co.uk
or telephone 01282 389037