

what are you thinking?



FLEXIBLE NEW DEAL
Self-Employment Support

To make a referral or to find out more call

0191 - 46 90 100



Design Works, William Street, Gateshead, NE10 0JP
www.mbr-online.co.uk

Have a business idea?
Could you go it alone?

0191 - 46 90 100

The my business programme
for positive thinkers.

Thinking of Becoming Your Own Boss?

Ever wanted to turn an idea into a business? Maybe you have a hobby that could make you money or perhaps you could sell your skills as a service to other businesses?

Freelance, self-employed, being in business – whichever way you look at it, working for yourself can be a very rewarding and exciting career move. It can also be very daunting, even for those who may have done it before!

Help for My Business

So that's where the **My Business Programme** comes in. From initial ideas through to business start up, the **My Business Programme** has been designed to offer you the right support at each stage:

- We'll help you assess your business ideas, aspirations and goals
- You can learn about marketing, finance, accounts and all the legal bits too
- If you have a viable idea we'll help you turn it into a viable business proposal
- Where you need funding, we'll help you look at the options
- If you need more experience, we may be able to help you find a suitable work placement
- You'll even be able to 'test trade' your ideas before 'going it alone' to see if customers will buy from you, without it effecting your benefits*

Through the **My Business Programme** you can explore self-employment to see if it is the right move for you.

So How Does It Work?

There are **Four Steps** to the programme:

Step One: have an initial meet with a **My Business Advisor** to discuss your ideas. They will help you identify key issues to focus on and will fully explain how the programme operates.

Step Two: to explore your ideas further, join the programme!** With support designed to flex around your individual needs, past experiences and current stage of development, you will get ongoing 1-2-1 support from your **My Business Advisor** and access to business training sessions to help you develop your idea into a solid proposition.

* Test Trading is a controlled period of self-employment. Strict rules apply.

** 30 hours minimum input each week required.

Step Three: the programme is very much customer focussed – without customers you don't have a business! So when you are ready to start selling your products or services to real customers, you would start **Test Trading**.

Test Trading enables you to promote your business and generate sales whilst still receiving your benefits*. It's a great way to *feel* what running a business is really about and to see if people will actually buy from you. If they do, it's a great *buzz* too!

Full details will be explained by your **My Business Advisor** who will continue to monitor and support you throughout.

Step Four: once you have the confidence to start trading for real, you would sign off benefits and the programme. Your **My Business Advisor** will still be there for you if you need any support or advice – in fact we very much encouraged you to keep in contact.

So, no matter how big or small your idea, the **My Business Programme** offers the right support to turn your ambition into a real business *adventure!*

What If I Discover Self-Employment Is Not For Me?

By working through your ideas, you may find that now is not the right time to go it alone or it may put you off altogether. In which case no problem, we will then help you focus on looking for a suitable job instead, whether in a related area to your business idea or not.

So Who Is My Business For?

Well, if you've picked up this leaflet then **most probably YOU!** Even if you just want to talk through an idea, consider what's involved in being self-employed or want to find out more about the programme, then talk to a **My Business Advisor** in confidence and without any obligation of taking it further. They may well be the first person to take your ideas seriously and who knows, it could be your first step to starting a whole new career.

To arrange an initial meeting, ask your **Flexible New Deal advisor** to call us now and we will organise a convenient appointment for you.

The My Business Programme

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www.mbr-online.co.uk/mybusiness