

# Eat That Frog

## Self-Employment – make it work for you!



Workshops are  
**FREE** to anyone in  
receipt of JSA,  
ESA, Income  
Support or  
Universal Credit.

### Why be self-employed?

- ✓ Flexibility – choose where and when you work
- ✓ Be your own boss and reap the rewards
- ✓ Achieve your ambitions
- ✓ Provide products and services that are missing locally

If this sounds good, we can help you make this work - our SFEDI accredited short courses can give you a firm foundation for starting up your own business, becoming self-employed and/or working from your home.

Our small, friendly groups mean you can discuss your ideas and gain support from like-minded local people. You can work through all the workshops to create a comprehensive business plan, or you can select one or two workshops that are useful to you now.

You will gain the tools to be able to plan your business effectively to give it the best chance of success – writing a business plan will put you in a much better position to move forward and apply for the New Enterprise Allowance or bank funding. We can also signpost you towards a wider network of local services and businesses to help your enterprise flourish!

**SFEDI® AWARDS**

The UK's only dedicated Awarding Organisation for Enterprise and Entrepreneurship – giving you courses and workshops tailored to help you achieve.

Find us on  [EatThatFrogUK](https://www.facebook.com/EatThatFrogUK)

# Eat That Frog

Progressing through all the workshops below will help you create a firm foundation for your business – or you can select the ones that suit your needs now!

**1. Avoiding pitfalls – the challenges of running a business from home**

Working from home sounds like a dream come true – you can avoid it becoming a nightmare with this **1 day workshop** that will help you take the necessary steps to create a safe and legal working environment.

**2. Create that all-important Business Plan!**

This **1-2 day workshop** helps you understand what needs to go in your business plan – a vital document for any business, and especially if you plan to go forward to claim the New Enterprise Allowance or any bank / grant funding.

**3. How do I market my business?**

So you've got a great idea – but how do you get it in front of your customers? This **1 day workshop** will help you identify your customers and think about the best ways to reach them.

**4. Basic Social Media for business**

Social media is a great way to interact with customers but getting it right for your business can be daunting! This **1 day workshop** will help guide you through the challenges, risks and benefits.

**5. Financial record keeping for small businesses**

This **1 day workshop** looks at the importance of keeping accurate financial records for your business, using a basic spreadsheet. We also look at the information you will need to collect to complete your first self assessment tax return.

**Interested? If you'd like to find out when these workshops are available, please contact: [info@eatthatfrog.ac.uk](mailto:info@eatthatfrog.ac.uk)**

**Eat That Frog Training Centre,  
127 Union Street, Newton Abbot, TQ12 2JX**

**Eat That Frog @ The Pad,  
89 Torquay Road, Paignton, TQ3 2SE**

**For more information about  
Eat That Frog:  
[www.eatthatfrog.ac.uk](http://www.eatthatfrog.ac.uk)  
01803-551551**