



Look Before You Leap: Self-Employment Survival Strategies Webinar Series

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Whether you're a career development practitioner helping clients explore self-employment as an option, supporting self-employed clients to be successful, or considering self-employment yourself, this webinar series will provide you with tangible tips and strategies for success.

An Introduction to Self-Employment Survival Strategies

12:00noon – 1:00pm ET, Tuesday April 16, 2013

This introductory webinar will provide attendees with a brief exploration of self-employment, both within and outside of the career development sector, and a review of the Look Before You Leap project and research (conducted by Life Strategies and funded by CERIC). Attendees will also be introduced to the 5-part webinar series.

Join us for the 5-part webinar series including the following topics:

- Getting Real About Self-Employment
- Creating Your Self-Employment Vision and Business Plan
- Marketing Yourself Effectively to Get Clients, Customers, and Projects
- Managing the Logistics and Getting Help
- Monitoring Progress and Planning for the Future

*See back of flyer for topic/webinar descriptions

**First 10 registrants for the
5-part webinar series will
receive a free pdf copy of the
Look Before You Leap book**

Webinars Facilitated By: Deirdre Pickerell and/or
Miranda Vande Kuyt

Introduction: April 16, 12:00 - 1:00pm ET

Cost: \$35.00+HST

Register at: www.cericwebinar5.eventbrite.com

5 Part Series: begins May 7, 2013

Cost: \$229.00+HST

Register at: www.cericwebinar6.eventbrite.com

*A certificate of completion will be issued by Life Strategies to participants who attend all five parts in the webinar series.

Required text for the 5-part series: Look Before You Leap: Self-Employment Survival Strategies, can be ordered at www.lifestrategies.ca/store available in pdf or print.



Getting Real About Self-Employment

12:00noon – 1:30pm ET, Tuesday May 7, 2013

In this webinar, attendees will begin to develop a more comprehensive understanding of what self-employment means beyond “being your own boss,” “setting your own hours,” and “working from home.” Through an exploration of both the benefits and drawbacks, attendees will develop a clearer vision of self-employment realities ensuring that they and/or their clients are making informed self-employment choices. Learn the characteristics successfully self-employed people have and what supports are necessary to facilitate success.

Creating Your Self-Employment Vision and Business Plan

12:00noon – 1:30pm ET, Tuesday May 14, 2013

Knowing where you are now, where you want to be, and how you can get there, is the first step toward strategically crafting your self-employment vision. In this webinar, attendees will explore the importance of research and visioning up-front, to inform and direct the development of business plans. Also learn why a business plan is important and how to develop your own business plan and/or support clients in the development of theirs.

Marketing Yourself Effectively to Get Clients, Customers, and Projects

12:00noon – 1:30pm ET, Tuesday May 21, 2013

Strategic marketing begins with knowing your clientele and your product or service. In this webinar, attendees will learn common branding and marketing challenges faced by the self-employed (i.e., how do they get the word out with little to no marketing budgets) and strategies for overcoming these challenges. As contract work is often developed through the RFP (request for proposal) process, attendees will also learn how to find relevant RFPs and craft a compelling proposal in response.

Managing the Logistics and Getting Help

12:00noon – 1:30pm ET, Tuesday May 28, 2013

Whether it's financial management, legal expertise (e.g., licensing, insurance), and/or technical know-how, self-employed persons often have to hire staff or external consultants to support their success. In this webinar, attendees will learn the numerous logistical considerations they, and/or their clients, will have to address. Furthermore, it's not just help with the business, but help at home – e.g., if you have children, who will look after them? Being realistic about your time/skills and ensuring supports are in place, for both your professional and personal life, will help the self-employed build their business and more towards success.

Monitoring Progress and Planning for the Future

12:00noon – 1:30pm ET, Tuesday June 4, 2013

In this final segment of the webinars, attendees will learn how self-employment success is an ongoing process, not a one-time consideration. Business owners and consultants must put systems in place to monitor progress and allot time to evaluating what's working and what's not. Learn strategies for exploring what's next and goal setting for continued self-employment success.

