

Your Business Matters!

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Services offered at the BRC:

- Business Retention & Expansion Strategies
- Single point of contact for business info and resources
- Free consultations
- Workshops/Seminars
- Business Registration/Renewal
- Legal & Accounting Mentorship Program
- Networking



THINKING

STARTING

GROWING

EXITING

LOSE YOUR JOB? START YOUR OWN BUSINESS!

Getting laid off from work or having the constant threat of layoff can be one of the worst things to deal with — or it can turn out to be a **blessing in disguise!** Perhaps this is the opportunity that you have been waiting for to plan your own business.

More companies today don't want to spend valuable time managing security guards, payroll, marketing people, food-service staff — they are outsourcing these services. This could mean work for you as a self-employed consultant/sub contractor, and you are back in the business of earning money!

Here are seven things you could be doing now to ensure that you'll be set to start your own business if the opportunity arises.

• **Evaluate your self-employment potential.** Take a few online quizzes to see if you have the drive, resilience, flexibility and people

skills to thrive as boss, salesperson, bookkeeper and employee. Talk to business owners that you know to find out what they like or hate about their lifestyle.

• **Determine what kind of business you'd most like to run.** What kind of work do you most like to do, and what are potential clients willing to pay for? Do something that you are interested and passionate about, are good at, and there is a demand for.

• **Do some hands-on market research.** Call potential customers to see what services they use now and why. Talk to people who do what you're thinking of doing, and pick their brains. People love to talk about what they do, as long as you are not their competition.

• **Identify what else you need to know in order to launch your business.** Since you will be wearing many hats in your business, you



may need to take a bookkeeping, web design or marketing course.

• **NETWORK-NETWORK-NETWORK** — go to networking meetings at your chamber of commerce or industry association, join specific networking groups, make every meeting an opportunity to see how you can help someone else — which could result in business for yourself.

• **Organize your home office,** if working from home and treat your space strictly as your business office.

• **Seek out Free Government Programs** to assist you with the financial resources, materials and business consulting to help you get started.

For more information, resources & helpful tips visit: **Business Resource Centre** 519-756-4269 www.businessresourcecentre.ca
Royal Bank Business Centre 519-758-2500 www.rbcroyalbank.com