



<b>April 2013</b>	<b>Self-Employment Success Starts With <i>Why</i> Before <i>What</i></b>
<b>Business Assessment Tools &amp; Resources</b>	<p>While business success is ultimately about satisfying a market need or want at a profit, success begins first by assessing <b>why</b> be in business for yourself?</p> <p><b>Why Self-Employment?</b></p> <p>People go into business for many reasons. It is important to know what these reasons are and to write them down. Success at anything new is about truly wanting it. This is essential in business because success represents a continual process of overcoming obstacles.</p> <p>Elbert Hubbard, an American philosopher said it best, "<i>There is no failure except in no longer trying, there is no defeat except from within, no really insurmountable barriers save our own inherent weakness of purpose.</i>"</p> <p><b>Why Me?</b></p> <p>Just like learning any new skill, it is important to first assess individual experience, knowledge and present skill level before pursuing a training and development program. <a href="#">Session 1: Self-Assessment</a> exercises offer a great tool for this purpose because they help to raise awareness of the pros and cons of business ownership, as well as common traits for supporting success.</p> <p><b>Why This Business Idea?</b></p> <p>While a good salesperson may be able to sell ice cubes to Eskimos, a good accountant isn't likely to. The point is that some people are good with people and some are good with numbers. Others are good with animals, technology, communication and so on. Using a <a href="#">Personality Assessment</a> tool, as well as <a href="#">Session 2: Business Idea and Market Strategy</a> can reveal a lot about matching individual strengths and interests with career pursuits.</p> <p><b>What's Next?</b></p> <p>Once there is truly a desire to succeed, a sufficient understanding of what's involved and a strong alignment between inherent strengths and objectives, succeeding in business becomes a straightforward process of following decades of proven business development practices, which essentially represent four steps:</p> <ol style="list-style-type: none"> <li>1. <b>Test the Market:</b> Find out if, who and how much someone will pay to buy what you plan to offer - <a href="#">6 Steps to Selling</a>.</li> <li>2. <b>Test the Numbers:</b> Can you make a profit doing this? Run a <a href="#">forecast</a>, examine <a href="#">breakeven</a> and project <a href="#">cash flow</a> needs. For more help with each of these steps, visit <a href="#">Session 3: Cost &amp; Income Forecasting</a></li> <li>3. <b>Have a Plan:</b> Having done the first two steps, you now know in a practical and real-world view much of what you need to develop a <a href="#">Business Proposal</a>.</li> <li>4. <b>Launch &amp; Monitor Progress:</b> Confirm readiness, manage risk and track progress against specific established objectives.</li> </ol> <p>We welcome your <a href="#">feedback</a> and questions. And, for all you do for many in need across New Hampshire, <b>thank you</b>.</p>
<b>Business Development Launch &amp; Tracking Tools</b>	<ul style="list-style-type: none"> <li>• <a href="#">Preparing for Launch</a></li> <li>• <a href="#">Managing Business Risk</a></li> <li>• Assessing <a href="#">Business Readiness</a></li> <li>• Documenting <a href="#">Launch Strategy</a></li> <li>• <a href="#">Monitoring Progress</a></li> <li>• <a href="#">Leveraging Free Tools</a></li> <li>• Leveraging <a href="#">U.S. SBA</a> resources, tools &amp; programs</li> <li>• Leveraging <a href="#">IRS</a> resources, tools &amp; programs</li> <li>• Leveraging <a href="#">Free Counseling</a> resources, tools &amp; programs</li> </ul>

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