



July 2012	<p><b>Refresher Tips:</b></p> <p><b><i>Facilitating VR Customer Venture Success One Step at a Time</i></b></p> <p>Six (6) steps for helping your Vocational Rehabilitation customers to take advantage of self-employment and small business ownership opportunities as options for improving financial independence...</p> <ol style="list-style-type: none"> <li>1. <b>Connect with a <a href="#">Business Mentor</a>:</b> Invite customers to visit with a local <a href="#">SCORE volunteer counselor</a>, or chat with someone who is already in business to ask questions</li> <li>2. <b>Facilitate <a href="#">Self-Assessment</a>:</b> Provide a basis for customers to self-discover what's involved in being their own boss through five (5) interactive exercises and then discuss outcomes with them. To succeed in business, you have to want to.</li> <li>3. <b>Validate the Business Idea:</b> <ol style="list-style-type: none"> <li>a. Aligning personality, skills and market opportunity to come up with a <a href="#">viable business idea</a></li> <li>b. <a href="#">Mapping out the Selling Process</a></li> <li>c. Working with a No-Cost Consultant to <a href="#">investigate Franchising</a> (enter zip code to find a local representative)</li> </ol> </li> <li>4. <b>Leverage the Experts:</b> <ol style="list-style-type: none"> <li>a. Can't find it? Don't know? Need direction? ...<a href="#">Ask the Osgood's</a></li> <li>b. <a href="#">Ask NH Experts by Industry Specialty</a> a question; e.g., lawyers, tax advisors, accountants, marketing professionals, etc.</li> <li>c. <a href="#">Contract</a> with the Knowledge Institute to help customers with Tier I and Tier II Plans</li> </ol> </li> <li>5. <b>Leverage the Tools:</b> Invite customers to use hands-on venture development exercises, planning and implementation tools:             <ol style="list-style-type: none"> <li>a. 5 Steps to Successful Self-Employment   <a href="#">Online</a> &amp; <a href="#">Workbook</a></li> <li>b. Tier I Sample Business Proposal   <a href="#">Workbook</a></li> <li>c. 10 Steps to Venture Success   <a href="#">Online</a> &amp; <a href="#">Workbook</a></li> </ol> </li> <li>6. <b>Celebrate &amp; Share Successes:</b> <ol style="list-style-type: none"> <li>a. Email us with stories of success for sharing with others! The more others learn that it <b>can</b> be done, the more motivated they may be to do it themselves.</li> </ol> </li> </ol> <p>As always, if you have questions, feel free to <a href="#">AskBUZ</a>. Thank you.</p>
Review Some Basics	
<p>Marketing Tips &amp; Tools</p> <ul style="list-style-type: none"> <li>• <a href="#">Test Marketing</a></li> <li>• <a href="#">Publicity</a></li> <li>• <a href="#">Social Media</a></li> <li>• <a href="#">SEO</a></li> <li>• <a href="#">Loyalty Programs</a></li> </ul> <p>Helpful Articles</p> <ul style="list-style-type: none"> <li>• <a href="#">SWOT Analysis</a></li> <li>• <a href="#">Avoiding Burnout</a></li> <li>• <a href="#">Cash Management</a></li> <li>• <a href="#">No-Cost, Low-Cost Marketing</a></li> </ul>	
Use Plug-and-Play Worksheets for the more Complex Stuff	
<ul style="list-style-type: none"> <li>• <a href="#">Breakeven Worksheet</a></li> <li>• Cash Flow Worksheet; <a href="#">Excel</a> or <a href="#">PDF</a></li> <li>• <a href="#">Communication Log</a></li> <li>• <a href="#">Revenue/Unit Forecasting Model</a></li> <li>• <a href="#">Forecasting Worksheet</a></li> <li>• <a href="#">Functional Time Use Analysis</a></li> <li>• <a href="#">Financing Chart</a></li> <li>• <a href="#">Organizational Mapping</a></li> <li>• <a href="#">Personal Financial Statement</a></li> <li>• <a href="#">Start-up Checklist</a></li> <li>• <a href="#">Time Planning Schedule</a></li> <li>• <a href="#">Web Marketing Checklist</a></li> </ul>	

*[Knowledge Institute](#) specializes in entrepreneurial education and small business development through [eLearning](#), [curriculum development](#), [publishing](#), [interactive resource communities](#), [speaking](#) and philanthropic endeavors.*

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