



ENTREPRENEUR MASTERCLASS

How to guide for the self-employed



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DECISIONS, DECISIONS, DECISIONS...

- First things first, you need an idea, a passion or a skill.
- If you want to be your own boss and run a successful business, passion is a must.
- Running a business is hard work, stressful and there is no guarantee of success.
- That's why it needs to be something you love doing.
- But, running your own business is so much more rewarding than being an employee.
- The pride and satisfaction you gain from making something from nothing cannot be underestimated.
- So, what are you waiting for? Get your thinking cap on.



Ok, now we've made the decision to take the plunge let's decide what...

You can use the skills or hobbies you already have like; homemade bakery or cake decorating. Could be a hairdresser, photographer or performance artist/actor. With passion, hard work, some training and with the right marketing you can make it a success.

If you know your way around Insta or Facebook and are creative with your content you can become an 'Influencer' or Social media consultant. There are some fantastic short courses to become a Social media consultant.

The possibilities are endless...



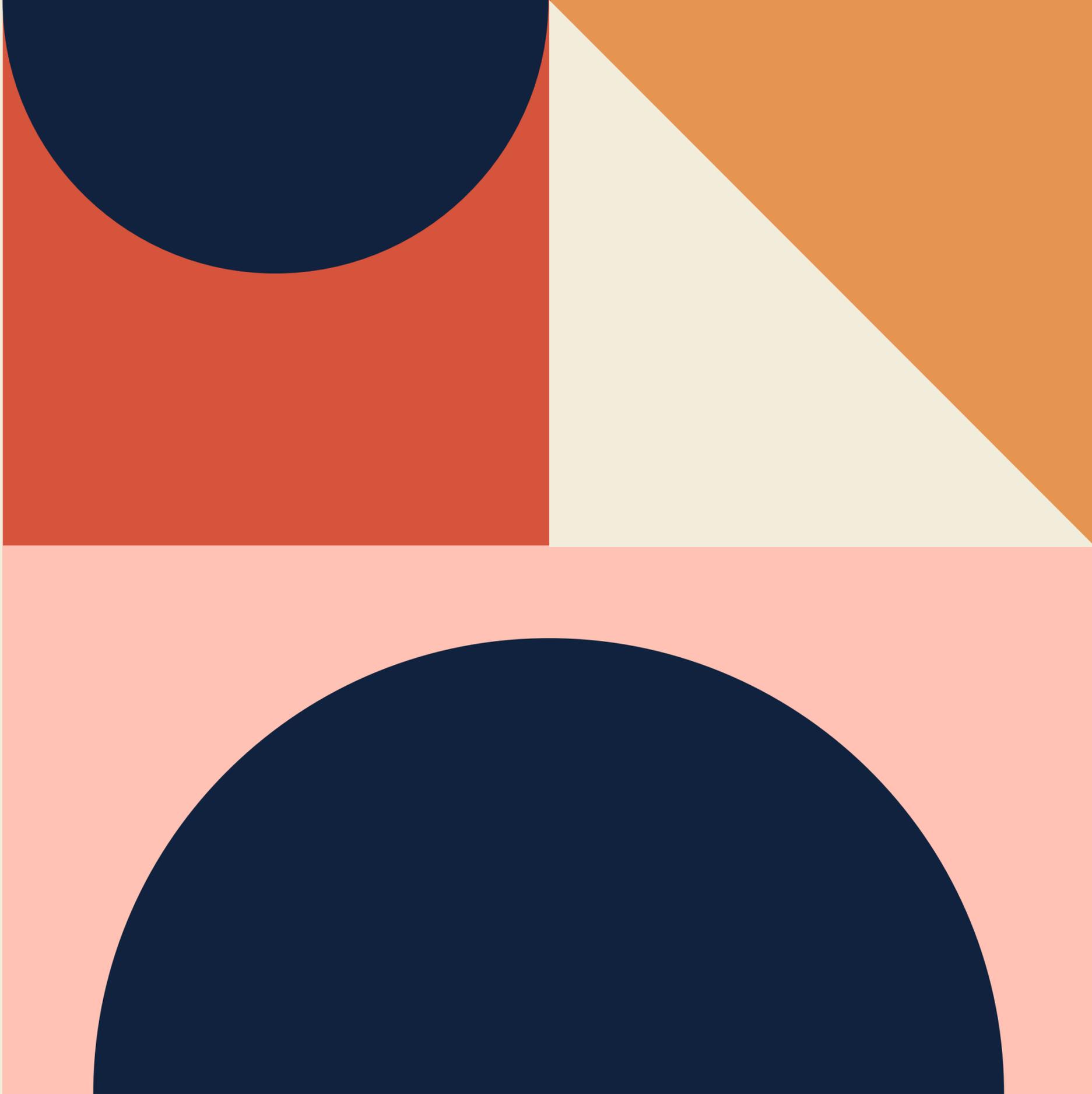
UPSKILL IDEAS

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Training, qualifications, apprenticeship or higher education?

Whatever you decide your future holds you need a plan. Shorter qualifications like beauticians, hairdressers or even a social media consultant are all achievable with the right support to make these courses accessible.

Long term commitment is needed to achieve a degree or university course for careers in computer coding, app development, accountancy or working in the healthcare sector as a radiologist, anaesthesias or nurse.



DIFFERENT IS GOOD!

Now we have an idea, let's create something.

Let's give it a name... If it has a name that means it's alive, we can see it, taste it and touch it in our mind.

Your business name should be unique, different from the norm and even better if it has a special meaning to you.

As an example, ELREM is a tribute to my mum. She passed away 6 years ago and my sister came up with the idea to use her name which is Merle. Her name backwards is ELREM!

PROTECT YOURSELF...

You decided on your unique, special business name. Let's see if anyone else thought of it first...

Do a Companies House search. Companies House is the official register of every company in the UK.

Even if you operate your business as self-employed you should still register as a Limited company.

Being a Limited company protects your business name. It stops anyone else from using the same name in the same business sector. It's very important.



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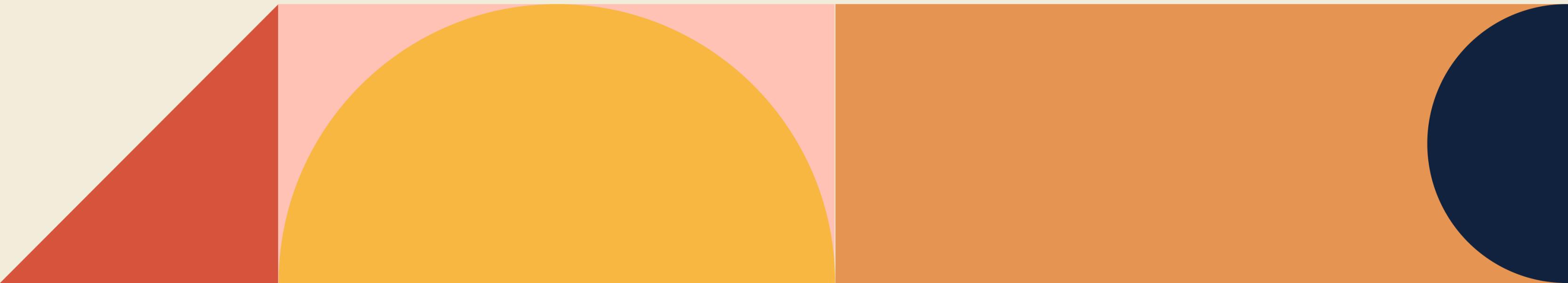
WHAT ELSE DO I NEED?

You have a business idea, you have a business name. Now you need to register for Self Assessment with HMRC.

All self-employed people need to register with HMRC to file their tax returns every year.

Once you have completed the registration, HMRC will post you a Unique Tax Reference (UTR) within 10 days.

You need the UTR when you apply for an Access to Work budget as self-employed.



The Fun Stuff...

Now we can get on with the fun stuff. Design a logo, website and social media theme.

Logo - [Canva](#) is a brilliant design tool and it's free. You can design everything from logos, posters, presentations or social media posts and themes. Play around with it and have fun with it.

Website - You will need to buy a [Domain name](#) and professional email address. You can [check here](#) if your domain name is available.

Then you will need to pay to 'host' this domain for a website to appear on the internet. We recommend [ionos](#), they offer very good deals, £1 hosting for the first 12 months.

Website Builder - Simplicity is key with website design. The clean and minimalist style looks expensive and modern. We recommend [WIX](#) or [Squarespace](#) as they have fantastic templates with excellent functionality. These website builder sites will cost around £100 per year.



The weird and wonderful world of Access to Work. ATW, can be very difficult to deal with, slow and often conflicting with the information advisors provide you.

When communicating with an ATW advisor it's important you know the ATW guidelines and what you are entitled to.

It is easy to criticise ATW but we have to remember how lucky we are in this country to have such fantastic support from the Government.

Many countries do not have such comprehensive support to enable them to succeed in work or employment.



ATW Essentials

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If you have an ATW budget for an employed role, you can also apply for a self-employed ATW budget. The maximum ATW budget for 2020/21 is £60,700 per year.

When applying for your ATW self-employed budget you must produce a business plan. Here are links to download templates. Your business plan should be short and sweet but with relevant detail. You must include a forecast for what you expect to earn for the next 3 years.

In the first year of trading as a self-employed business, ATW allows a 'test year'. This means your business can earn below the Lower Earning Limit and ATW will renew your budget for another year.

In the second year of trading, you must be over the Lower Earning Limit (LEL). This means you must have an income of over £6,136.00 for the 2019/20 accounting year to have your ATW budget renewed.

WHAT CAN I GET FROM ATW?

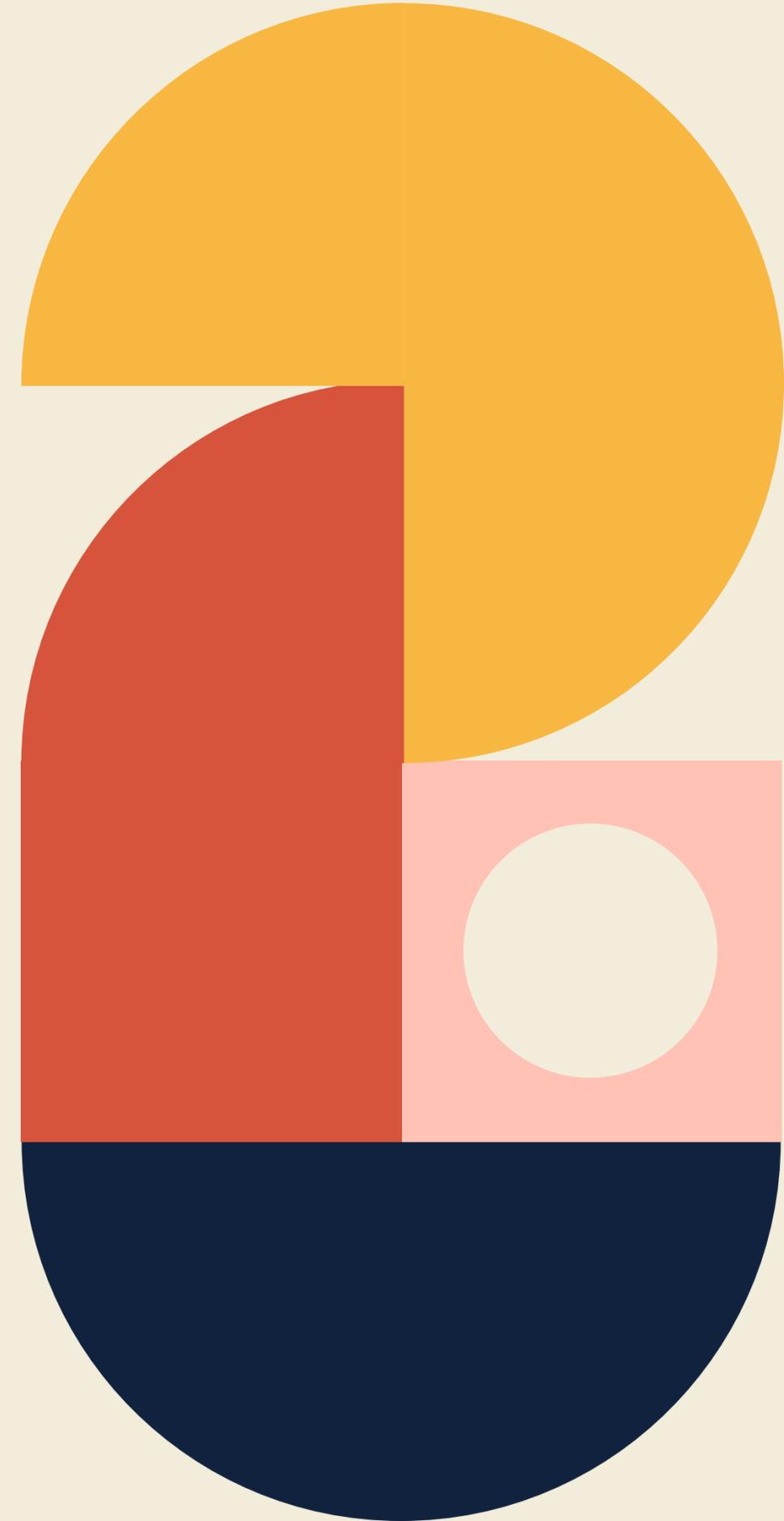
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Standard support you can get from ATW includes BSL interpreter, Communication Support Worker, Note Taker, Travel to Work, Special Aids or Equipment and you can get a Holistic Workplace Assessment. Check out the Customer Fact Sheet. The Workplace Assessment can provide you with Strategy Coaching sessions, equipment to help if you have Dyslexia.

We are proud to have been the first company recognised by ATW to provide dedicated Business Communication Support. A lot of the support we provide is above and beyond what ATW pay for, but we provide this additional support as 'value-added' services.

We are qualified and insured as Business Consultants and offer advice, support and mentorship as well as all business communication support.

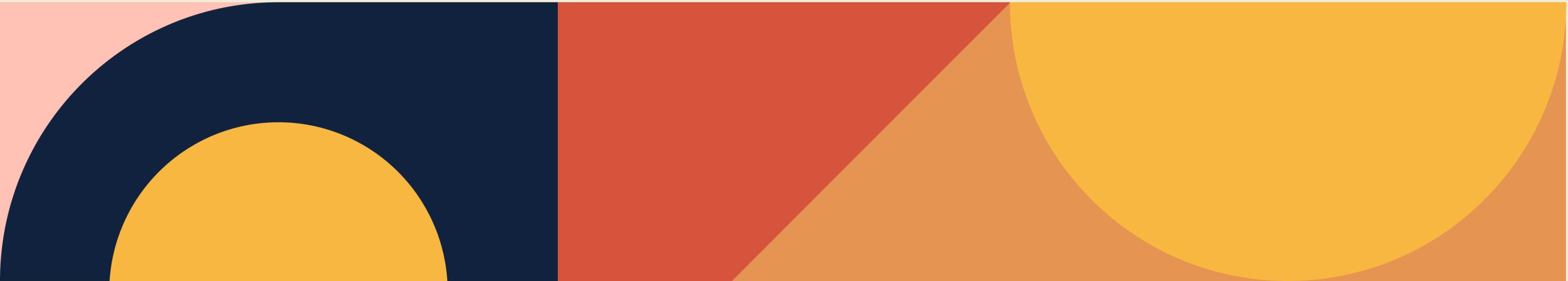
Our fees can be included in a new ATW application or added to an existing ATW budget. Depending on your needs we usually provide between 6 and 12 hours of support each week.



CONNECT WITH OTHER SUPPORT.

Deaf Unity has produced fantastic accessible video content for all manner of employment, education and wellness issues. From CV writing, University applications and dealing with HR departments. They also provide a 'Current Job Opportunities' page.

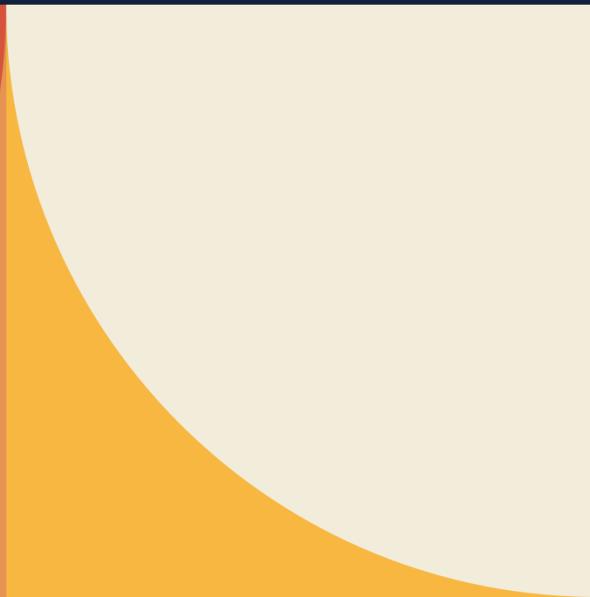
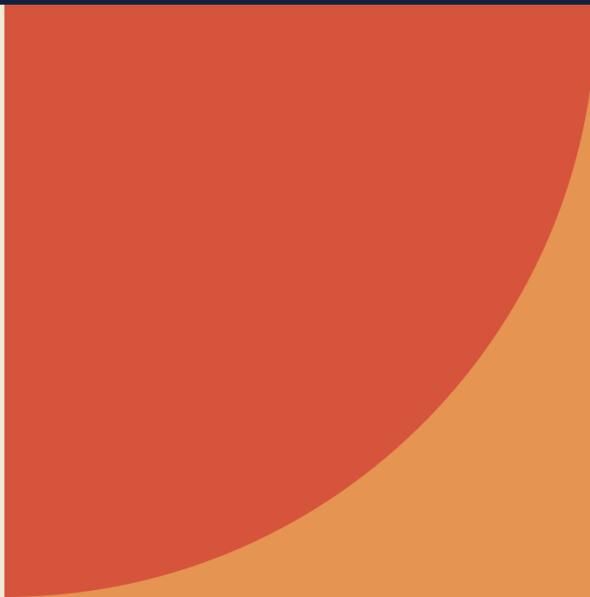
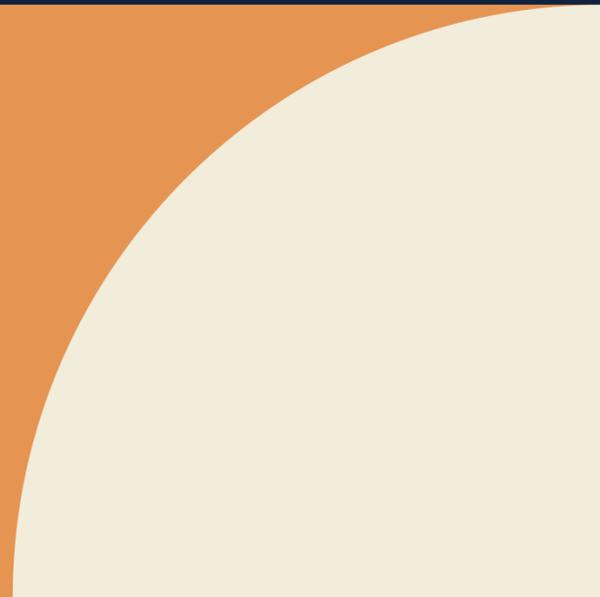
We would like to take this opportunity to thank Deaf Unity for inviting ELREM to contribute to the wonderful and much needed Deaf Futures 2021. The opportunity to create your own business is out there waiting for you. Go and grab it with both hands...

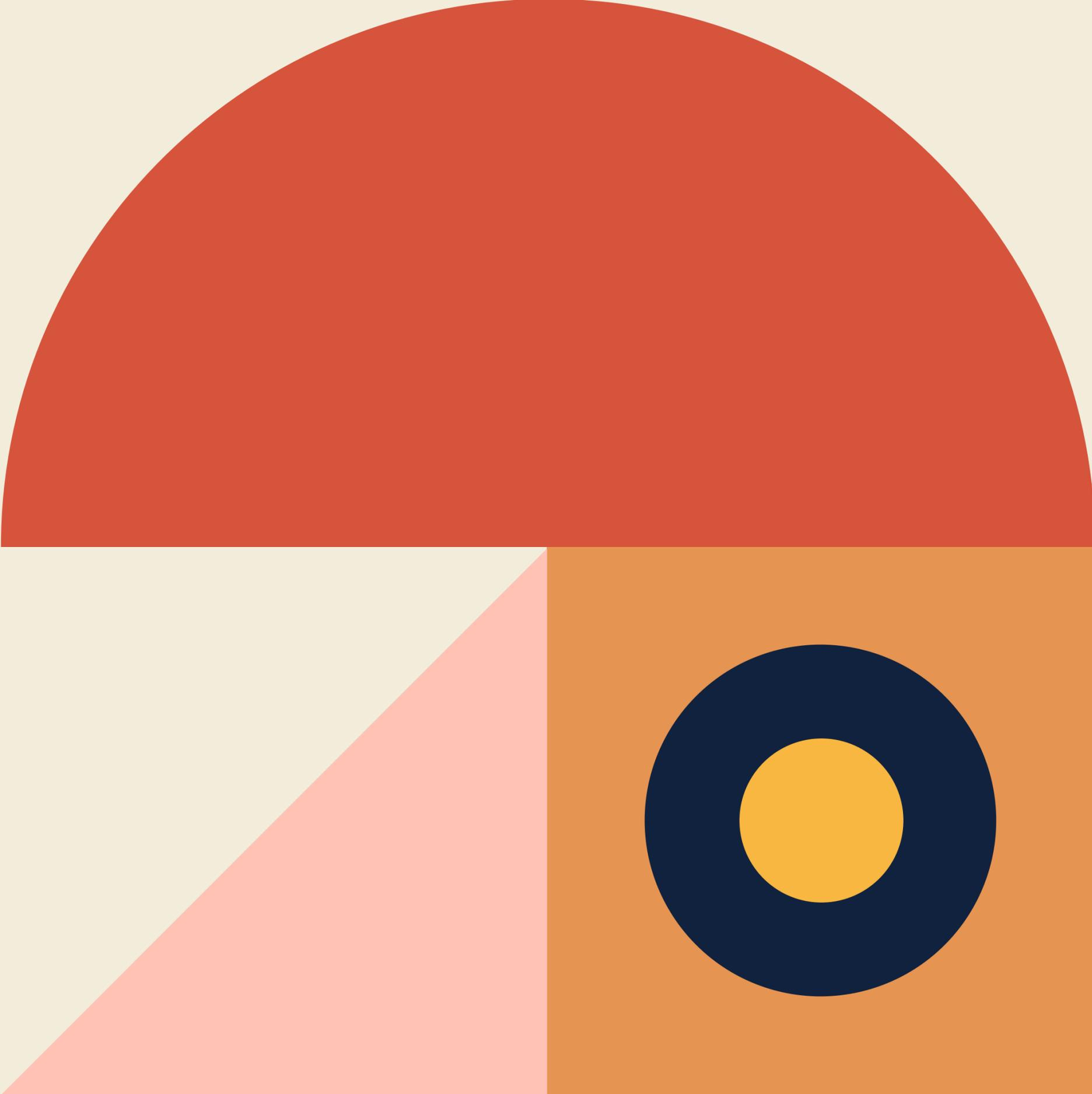


**QUESTIONS, ADVICE OR
SUPPORT?**



**CONTACT US AT
INFO@ELREM.UK**





**Please email us if you would like
a copy of this presentation.**

