10 Steps to self-employment – Starting a Business

Step 1: Your Skills

Going in to business is a big step. It can be risky, however, the rewards will be immense.

Remember this will be your responsibility whether this business succeeds or fails. The buck stops with you.

As a Sole Trader you will be responsible for profit as well as losses. It is therefore essential that you have the necessary skills and attributes to give your fledgling business a chance of success.

You will need industry skills as well as necessary qualifications both academic as well as vocational. This will not only be yourself and indeed the running of the business but also for the credibility of your business to both your potential customers and the wider public. It is always a good idea in the first instance to major on what you are good at and more importantly something you enjoy. It is likely you will be doing this for the foreseeable future.

In business we are always learning, willing to adapt and makes changes to our offering. Always stay up to date, and continue researching throughout the life of your business. Daily, Weekly! Never be complacent. If you are unaware of changes to the market place you can be sure your competitor will be.

You will need people skills. You will need to deal with a variety of people. All potential and existing customers are important and they should all receive an equal respect.

Each and every customer that you deal with should be treated as the most important thing in your business. People make businesses.

Positivity and flexibility are key attributes. People will not buy from someone who is negative or inflexible. . You will require patience, not everyone goes at your speed!

You will need empathy, the client has an opinion and is entitled to it. Try and see things from there point of you. A happy customer not only comes back for more but will tell others about your product and service. A testimonial can be won or lost by a lack of empathy.

Provide what people genuinely need or might need. A quick sale can be a recipe for future disaster.

You will need to demonstrate passion. Nobody wants to spend time with a boring, miserable individual. Make the customer experience a joy not a chore.

You will need tenacity as it will difficult at times, and things will not always go to plan. If you understand this and expect this, you will be prepared. You are in this for the long haul. Stay positive and look on the bright side, find solutions.

Finances may become an issue, always have a contingency fund.

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