

Self Employed Checklist

Upside: Living the Dream!

Downside: It's all up to you and working for yourself can be working by yourself.

Working for yourself is not for everyone.

Q: Is it for you?

What? Self Employed ... as an Business Owner, Contractor or Consultant ...?

Contracting: Undertaking defined activities to achieve clearly understood results.

Consulting: Advising about what needs to be known or done, knowing this is not necessarily wanted or appreciated.

Why? What are the Reasons, Benefits and Risks for you to be self-employed rather than an employee doing satisfying and rewarding work?

When? Q: Is there ever a best time to start your own business? **A:** No

Ponder Goethe Quote and take on Good to Great.

How?

The Marketplace

What are you passionate about?

What are your products and services?

Who will buy them?

Why will they buy from you?

Understand the Food Chain

Direct: Have relationship, work for your own Customers.

Indirect: Work through other parties who 'own' the end-user relationship and charge a fee?

Getting Organised as a Self Employed Operator

Skills: Leadership, Management, Business, Customer Service, Technical Expertise, Experience, Production, People (Self, Associates, Contractors, Employees?) Administration, Accounting (It's all about managing the cash flow), Courage and Persistence to the Point of Desperation

...

Support: Do you have Personal support from your Significant Other, Family and Friends?

Professional support for Administration, Accounting, Legal, Mentoring ...

Plan: Strengths, Weaknesses, Opportunities, Threats (SWOT), Business Fundamentals (Purpose, Values and Strategic Vision?), Red and / or Blue Ocean Strategies, Priorities, Timelines, Execution, Operations ('Just Do It' doesn't work for long), Projects, Delivery, Monitoring, Feedback

Business Structure: Sole Trader, Partnership, Limited Liability Company (Private, Public), Trust, Co-operative

Resources: Tools of your Trade, Business Tools and Collateral, Professional Methodologies and Templates, People, Workspace (Room with a Whiteboard and a Door that closes), Transport, Technology, Start-Up Capital / Finance supporting you and yours while you grow the business.

Bank: Separate Commercial Accounts, Electronic Banking, Funding arrangements, Commercial Support

Accounting: Cash Book, Invoicing System, Full Accounting System, Data Entry, Annual Accounts

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Tax: Tax is a significant cost of being in business; GST, Company Tax, ACC, Income Tax, FBT, Provisional, Terminal, PAYE, Withholding Tax, Kiwi Saver, IRD Cares ...

Compliance: OSH, Health and Safety, T&E, Industry Sector Requirements ...

Legals: Business Contracts (Customer Agreement, Contractor Agreement, NDA ...), Support for Structure Operations and Litigation ...

Insurance: Risk, Debt, Personal Guarantees, Professional and Public Liability, Fire and General, Material Damage, Motor Vehicles Income Protection, Health, Key Person, Ownership Issues ...

Finding Your Business **“A key challenge of doing business is getting the business to do.”**

Marketing - The 4Ps built around facts from Market and Competitive Analysis, not hopes and dreams

Products and Services – What, Features, Functions, Business Benefits, Competitive Advantage ...

Positioning –Target Markets, Who, Why will people and organisations buy from you?

Promotion - Your Network, Business Card, Referees, Business Profile, CV, Networking, Website, Sales Collateral, PR, Advertising (Classic or Digital Media), Referrals and Collaboration.

Price – Value Proposition - Premium | High End | Match the Market | Low | Loss Leading. Why?

Selling - Selling Skills (Selling appears to be a DNA thing ... Those who can do so, those who don't cant ...)

Understand and apply The Selling Process (e.g. SPIN), Sales Hierarchy, Demand Generation, Sales Campaigns, Prospecting, Qualifying, Proposal, Negotiating, Order, Engagement, Delivery, Customer Satisfaction, Account Management, Customer Retention, Repeat Business ...

Doing the Business

Engagement with the Customer

Terms of Reference, Discovery (What's going on here), Scope, Access, Resourcing, Rates, Timeframes, Deliverables, Terms of Trade ...

Collaborating with colleagues

How?

Managing the \$s?

Developing the Solution

Approach, Listening, Looking, Understanding, Thinking, Facilitating, Planting Seeds, Contributing, Acknowledging, Nurturing, Making a Difference, Accountability, Results, Simple, Outcomes ...

Billing and Getting Paid

The business is not done until the \$s are in the Bank, Cash is King, Repeat Business or Not, Why?

Your Business is Thriving / or Not

You will keep doing this because? | Exit Strategy? | Plan B?

Being Self Employed ... When it's good it's very very good. When it's bad it's horrid.