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Building a Self-Employment Support Network

As they explore their income options, many VR Customer are hesitant to pursue self-employment. One major reason why is because they believe that they will have to do everything alone, and lack the confidence that they will succeed. While it is true that self-employment requires a significant amount of responsibility, you do not have to go at it alone! One of the strongest assets any self-employed business owner can have is a support network. There are three major areas your customers can look to for support:

Family & Friends

Family and friends are one the strongest and most frequently relied on groups in an individual's network. The reason why is because they often care deeply about your personal success, and are therefore willing to offer advice, service, and even money for little in return. Invite your customers to consider what skills their friends, family, and colleagues may have to offer. They may know someone with accounting, graphic design, or other business experience who can offer services at cheaper rates and share their knowledge.

Local Businesses

Though they may be timid at first, encourage your customers to reach out to other local businesses in their area. More often than not, other business owners are happy to collaborate and work together. Doing so not only builds relationships, but it opens up cross promotional opportunities and strengthens the local economy. These businesses may be willing to sell your VR customer's products, display business cards and brochure, share their knowledge and experience, and even possibly refer overflow customers.

Economic Development & Business Assistance

In addition to VR, there are many other agencies and programs that can offer business support and assistance to your customers. These agencies offer free services ranging from business counseling to marketing services to financing. They are excellent sources of information and resources cultivated specifically to help new business owners. Invite your customers to explore these options listed in the [Free Help Directory](#).

Being self-does not mean you are an island. Your customer's support network can be much larger than they may have realized. Encourage them to rely on these groups and individuals to help them build their confidence and create the business of their dreams.

For more information, visit: <http://www.buzvr.org/>

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