



<p><b>March 2014</b></p>	<p><b>What's New in VR Self-Employment?</b> <i>A Big Picture View...</i></p>
<p><b>Additional Business Development Tools</b></p>	<p>National self-employment (SE) trends continue to support predictions that 50% of America's workforce will be self-employed by 2020. Consistent with these trends, we're experiencing more VR cases where customers are looking to SE to generate income.</p>
<p><u>Marketing Tips &amp; Tools</u></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><u>Helpful Articles</u></p> <ul style="list-style-type: none"> <li>• <a href="#">Web Marketing Checklist</a></li> <li>• <a href="#">Avoiding Burnout</a></li> <li>• <a href="#">Risk Management</a></li> <li>• <a href="#">Cash Management</a></li> <li>• <a href="#">No-Cost, Low-Cost Marketing</a></li> </ul>	<p>To support their income objectives, as well as VR objectives for facilitating vocational success, the VR Self-Employment Development System encompasses <a href="#">5 parts</a> as introduced below. But first...</p> <p><b>Defining Success</b>   Prior to launching into the SE process, it helps to invite VR customers to define in writing what they view as a successful outcome as a result of receiving VR SE guidance and support. This definition may then be referred to often and refined as needed to support a productive closure of the case at a future date.</p> <p><b>Part 1, Customer <a href="#">Self-Employment Profile</a></b>   Helping the customer to conclude the extent to which they possess the skills, capacity and willingness to generate income given their expressed SE interests. Collaborating in defining the level of income that the customer targets generating in the first 6 months, 1 year and 3 years.</p>
<p><b>Other Business Counseling Sources</b></p> <ul style="list-style-type: none"> <li>• <a href="#">International Institute of New England</a></li> <li>• <a href="#">NH Manufacturing Extension Partnership (MEP)</a></li> <li>• <a href="#">NH Innovation Research Center</a></li> <li>• <a href="#">NH Small Business Development Centers (NH SBDC)</a></li> <li>• <a href="#">Amoskeag Business Incubator</a></li> <li>• <a href="#">SCORE</a> Counselors to America's Small Businesses</li> <li>• <a href="#">Center for Women's Business Advancement</a></li> <li>• <a href="#">Technology Forum</a></li> </ul>	<p><b>Part 2, Business Concept</b>   Discussing the <a href="#">Tier 1</a> and <a href="#">Tier 2</a> plan processes and inviting the customer to complete the exercises in <a href="#">Step 1</a> &amp; <a href="#">2</a> to further define their business concept. Initiating the <a href="#">Tier 1</a> of <a href="#">2 Tracking</a> Agreement. If they have never sold anything on their own before in relationship to the business idea, encourage them to make at least one sale as a way to test the market.</p> <p><b>Part 3, Business Plan</b>   Having validated the business concept through real-world testing in some way, complete the remaining <a href="#">5 Steps</a> or <a href="#">10 Steps</a> business plan components. For the forecasting portion of the plan, invite customers to reach out to <a href="#">SCORE</a> or the <a href="#">SBDC</a> when possible for assistance. These services are confidential and at no cost.</p> <p><b>Part 4, Submit Plan Package for Review</b>   Having completed and compiled the required Plan components, submit the plan to the <a href="#">Knowledge Institute</a> for review. Review parameters may be viewed online for both <a href="#">Tier 1</a> and <a href="#">Tier 2</a> packages. As noted on the last page, packages may be approved with or without further recommendations.</p> <p><b>Part 5, Regional or Central Office Review</b>   Upon return receipt of the signed Assessment form indicating approval, submit the Tier 1 Plan for Regional Review and the Tier 2 Plan for Regional Review and Central Office Review.</p>

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