

DO YOU WANT TO... **BE YOUR OWN BOSS?** **CHANGE YOUR LIFE?** **STAY OUT OF PRISON?**

BOOKLET ONE

Types of self employment

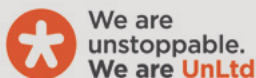
Your skills and talent

Your business idea

Developed by



Powered by



INTRODUCTION

The aim of this booklet is to provide you with some insights into how you could develop your entrepreneurial talent to lead a crime free life and not come back to prison in the future. It provides you with different options relating to self employment and focusses on your skills and abilities to earn a legitimate income.

You can either keep this for future reference or send back to me and I would be delighted to give you feedback on your idea and the next steps you can take. Details are at the back of the booklet.

It has been distributed to the prison as a resource produced by my company: Entrepreneurs Unlocked CIC, an organisation specialising in working with men and women coming through the prison system that are seeking to change their lives.

It is founded on my experiences of working with many hundreds of men and women in custody considering self employment, as well as my time in the United States researching best practice in this sector, with re-offending rates of the programmes researched being less than 10%.

You are in good company: A survey conducted by the Centre for Entrepreneurs demonstrated a high level of interest amongst the prison population in starting a business.



59% of prisoners surveyed would like to take an entrepreneurship course in prison, while 79% of those surveyed are interested in starting a business.

I hope that you find this booklet of value and interest.

David Morgan
Founder and Director

WHAT ARE YOUR OPTIONS?



CHANGE THE MESSAGE

What do you want to be known for?

How will you be described in the future?

Is it the life you had, the achievements of being a "good criminal"?

Is it being an absent person in someone's life?

Is it an underachiever, a wasted talent, someone who could have had a different life?



Image credit : Depositphotos

Do the words above spring to mind?

Can you be known for something else?

Can you unlock your entrepreneurial talent and be a better version of yourself?

Could you be a better person, a valued employee or a business owner?

In fact you could be a mix of all of the above.

CHANGE THE MESSAGE

Maybe you have a conviction for supplying drugs?

That means you must have been good at:

- ✓ **Selling**
- ✓ **Networking**
- ✓ **Negotiation**
- ✓ **Finance**
- ✓ **Meeting customer demand**
- ✓ **Being flexible**
- ✓ **Working unsocial hours**



Image credit : thenextsiliconvalley.com

Are these words a better description of a future you?

Do you want the stress and worry of the 3 P's

POLICE

PRISON

PROBATION

If the answer is NO then:

Use YOUR talents differently to lead a crime free life.

TYPES OF SELF EMPLOYMENT



Subcontracting / Self Employed as a Sub-contractor on Site

Agencies and contractors seeking skilled labour for short / medium term demand.

Not wanting to employ staff due to flexible nature of demand / costs / liability for

permanent employment.

Looking for skilled trades with CSCS Card and Self Employed / Construction Industry Scheme Status.

Easier than you think to set yourself up, just 20 minutes online via gov.uk.

A flexible way to earn money and develop your skills.

Over 1,000,000 people are self employed in the construction industry.

It is an industry that actively works to employ ex-offenders.



Working in the gig economy

"A labour market characterised by the prevalence of short-term contracts or freelance work, as opposed to permanent jobs"

(Source BBC)

In effect, it is about not being tied to one career or employer but offering a wide variety of services to multiple clients.

Examples include:

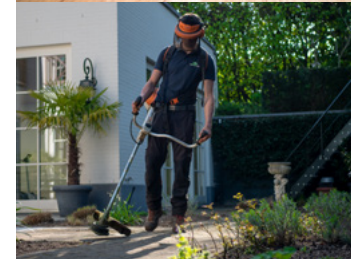
Book-keeping, marketing services, website design, life coaching, driving / taxi services, courier drivers.

Small business owner

Being self employed and running a small business is not easy. There are many things that you will need to consider and work on both in the planning and then setting up and running a sustainable business.

You will have to consider the following:

- What am I providing?
- Who are my customers?
- How do they know I am here?
- Why would customers use me?
- What should I charge?
- What "stuff" do I need?
- How do I manage my money?
- How do I do it legally?
- Who is going to help me?
- How do I pull it all together?



On the following pages are some easy to follow questions and self assessments. Take your time in completing them.

If you have an idea for a business to earn a legitimate income then fill in the gaps on the MY IDEA pages to see what you know and what you may need help with.

This is about starting out, so consider what could earn you enough to pay the running costs of your business as well as having money left to live on.

Being a multi-millionaire can wait until next year!

WHAT IS YOUR TALENT

Five things that you are good at?

What skill / service / trade could you offer someone that they would be prepared to pay you for?

Keep it legal though!

1.
2.
3.
4.
5.

Five reasons to start your own business:

What do you think are good reasons?

1.
2.
3.
4.
5.

IS RUNNING A SMALL BUSINESS FOR ME

Use the table below to rate yourself – BE HONEST .

There is no right or wrong answer. Tick the relevant box for each line.

Entrepreneurial skills	Great	Not bad	Not my skill
Using own initiative and being self motivated			
Being able to organise yourself			
Working under pressure			
Learning and adapting			
Communication and interpersonal skills			
Being part of a team			
Negotiation			
Problem solving			

What skills and experience do you have? Again BE HONEST.

This is about knowing your strengths where you need to develop.

Running your business	Great	Not bad	Not my skill
Developing a business plan			
Sales and closing a deal			
Marketing and promotion			
Digital marketing and social media for business			
Customer service and aftersales			
Tax and National Insurance			
Trading Legally			
Financial planning			

MY BUSINESS IDEA

What am I offering?

Describe the product / service that you believe you could provide.

Sell it to them!

What are the reasons why they would take the money from their pocket and give it to you?

MY BUSINESS IDEA

Who is going to buy?

Describe your ideal customers – Be as specific as possible. Selling to everyone is not going to be an option in the first instance. Think of where they live, what they earn, their age, where and how they shop, will they be the general public or businesses?

How are they going to buy?

How are the people / organisations that want to buy going to get what you are selling? Is it online / face to face or what? Be specific on how you will do this.

MY BUSINESS IDEA

How do they know you exist?

How are you going to let your potential customers know you have something that they want to buy? (Where / how are you going to advertise your business).

What to charge and how to get it?

What do you think someone is prepared to pay? Does it vary by customer? How are you going to get the money – Is it cash / bank transfer / cheque / debit card?

MY BUSINESS IDEA

What do I need to get started?

What "stuff" do you need to find money for? e.g. tools, materials, equipment, licences, transport, premises. Make a list of everything you can think of.

Trading legally?

Setting up and running your business will require you to trade legally.

You will need to consider being a Sole Trader/ Limited Company for example and having the right insurances and licences for certain types of business. What do you know about this?

MY BUSINESS IDEA

What does success mean to me?

All this effort of starting up and running a business must be for a reason. What 3 things can you list that tells you that it is a success.

It can be personal, business, profit related or anything you want.

REMEMBER: Legitimate businesses won't make you rich overnight. SO BE REALISTIC!

1.
2.
3.

Who can I ask for help?

Just because you are thinking of starting out, you don't have to do it alone. Who could you ask for help and how would they help?

What else do you need help with?

What other support do you need to progress your idea?

FINAL TASK: THE 30 SECOND PITCH

Pulling it all together... How would you summarise everything?

Consider this..

You are in a lift and you hold the door open for a person with a badge on that says "Head of New Business". They so happen to be looking for a new supplier of the product / service that your business offers. You have 30 seconds before they get out of the lift.

What do you say to convince them to carry on the conversation?

DON'T JUST WRITE IT. SAY IT, PRACTICE IT – BE CONFIDENT WITH IT.

Remember this question earlier?

WHAT DO YOU WANT TO BE KNOWN FOR?

What is your reply now?

NEXT STEPS

Reaching the end of this booklet can be just the beginning of your new entrepreneurial journey to leading a crime free life.



ENTREPRENEURS
UNLOCKED CIC

Further Information

By completing your details below, you agree for these to be shared with Entrepreneurs Unlocked CIC for the purpose of assessing your idea, providing feedback and contacting you in relation to further support that may be on offer.

I know that money can be tight, so please post this booklet back using the freepost envelope included.

Signed: Date:

Name: Prison Number:

Current Establishment: Earliest Date of Release:

.....

Release area:

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