

Women's Enterprise Centre Launches New Tool to Help Start-ups

Are you interested in starting a business but feeling overwhelmed about what you need to know and do to make it work?

Women's Enterprise Centre is launching a new tool in October that can help. *Creating Your Business* provides a comprehensive method for planning and implementing a successful business.

"It's not the usual cookie-cutter approach to business planning," says Brenda Tournier, Skills Development Manager. *Creating Your Business* guides learners through the planning process, highlighting those aspects that many potential business owners tend to struggle with or overlook."

Creating Your Business covers important topics such as:

- What do you want from your business?
- Will your business succeed?
- How will you attract customers?
- What will your costs be?
- How will you make money?
- How will you stay on track?
- How can you translate what you know into a working plan?

Creating Your Business is user-friendly and allows those who complete it to produce a plan that they can actually use in their business, says Tournier. "It dispels the misconception that a business plan is something you write out of necessity, sometimes in order to receive financing, and then put on a shelf and forget about."

Watch our website (www.womensenterprise.ca) for details of the launch of this valuable business tool and information about drop-in coaching sessions that will guide you through the book to be offered in various locations and formats.

Creating Your Business is the fifth in a series of similar tools designed to help women build their business capacity and fuel their success. Its predecessors have been highly successful because of the practical, hands-on learning opportunities they offer for small business people.

Click here to view other titles in the series:

- Focused Marketing <http://www.womensenterprise.ca/courses/sd-fmtetr.php>
- Financial Understanding <http://www.womensenterprise.ca/courses/sd-fufsb.php>
- Financial Management <http://www.womensenterprise.ca/courses/sd-fmfsb.php>
- Strategic Planning <http://www.womensenterprise.ca/courses/sd-bybs.php>