

For women who are STARTING A BUSINESS & need to CREATE a BUSINESS PLAN...

CREATING YOUR BUSINESS: Success by Design

The woman entrepreneur's roadmap to business success

The Creating Your Business learning guide provides comprehensive methods for planning and implementing a successful business, focusing on those aspects that many potential business owners tend to struggle with or overlook.

This learning guide will assist entrepreneurs with finding information they will need and then translating it into a working plan; first by discovering whether their idea has potential, and then by creating strategies that they can implement during the start-up and expansion of their business.

"The Creating Your Business guide is not the usual cookie-cutter approach to business planning," says Laurel Douglas, CEO at Women's Enterprise Centre. Creating Your Business leads learners through the logical steps of creating their business and developing a business plan. Built into each of the seven steps are exercises designed to guide the entrepreneur through the most challenging processes. There are inspiring stories from BC women business owners along with helpful hints and pointers from Women's Enterprise Centre business advisors. A CD containing spreadsheets is provided with each guide. Drop-in coaching sessions facilitated by Women's Enterprise Centre business advisors are available, which will help women stay focused on your plan and encourage you to keep moving forward.



The Creating Your Business guide leads the reader through seven important steps, to identify:

1. What do YOU Want?
2. Do You Have a Viable Idea?
3. How Will You Attract Customers?
4. What Will Your Costs Be?
5. How Will You Make Money?
6. What Can You Do to Stay on Track?
7. How Do You Translate Your Discoveries into a Plan?

Each chapter of this comprehensive guide includes:

- exercises to guide the entrepreneur through the most challenging processes;
- sidebars to help stimulate the entrepreneur's imagination;
- pointers and helpful hints from Women's Enterprise Centre business advisors;
- inspirational stories and advice from women who have started their own businesses.

This learning guide will also assist entrepreneurs:

- determine if their idea is viable and if it suits their own personal wants and needs;
- understand their target customers, how they can reach them and how they will buy;
- teach them how to price their products/services from a financial and marketing standpoint;
- develop a clear list of start-up activities and costs;
- understand and deal with the financial information that will help them gain confidence and control;
- have an overview of the current financing options available to them from a variety of the main small business lenders in BC, and
- translate their learning into strategies and action plans that will guide them through their business more effectively.

We encourage anyone who is considering starting a business in BC to purchase and work through this guide, as it will help translate dreams into a workable plan and a more successful small business.

For additional information,
please visit www.womensenterprise.ca
or contact Stephanie at 1.800.643.7014, ext. 112.

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