

Customized Employment Personnel Certificate

Training Series

SESSION #3

INTRODUCTION TO SELF-EMPLOYMENT: DEVELOPING THE IDEA, FEASIBILITY, AND MARKETING AGENDA

8:30 am	Introduction
	Sign-In Sheets
	Housekeeping
	Agenda & Course/Materials Review
	Introduction to Self-Employment
	Facts
	Resources
	Business Planning Process
	Discovery as Foundation
	Defining the Product or Service
	Feasibility
	SE Examples
11:45 am	Break for Lunch
12:30 pm	Reflect on Morning's Work
	The Process
	The 3 Cs

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The Marketing Mix

Operations

The Financial Plan

Feasibility

The 3 Cs – Customers, Capabilities, Competitors

The 4 Ps – Product, Price, Placement, Purple Cow

Marketing

4:30 pm

Day's Reflection

Q & A

Discussion

Review Field-Based Assignment

Sign-Out Sheets

Session Evaluation

5:00 pm

Adjourn

Note:

Mid-morning and mid-afternoon breaks will be taken at times appropriate to the group and content.