

SELF EMPLOYMENT NEWS

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Hello. Is it that time again? It seems that each time a newsletter is due out for distribution, there is always so much important information to share. This is also a chance for YOU to share news with others as well as to advertise your business. Remember, we will advertise for you "free" if you provide us with the copy - an advertisement, the story of your business growth or even a lesson on the benefits of your product.

Expanded Territory! We are now the only Delivery Agent for the Self Employment Benefit Program in Port Colborne. This creates an incredible networking opportunity.

New Team Member! Dolly Romanyk, of D-Rom One Stop Office. Dolly will be visiting participants who started the program since August 1, 2000. She will gather monthly reports, answer any bookkeeping questions which require immediate attention (both manual and computerized). She will make sure you know our workshop schedule and fill you in on any other events. She will also encourage you to make an appointment with Paul or Donna when required.

Seminars and workshops are great places to network - to find new business, a source for your own business or to pick up valuable information... so come at least 15 minutes early and bring plenty of business cards.

Some Good Info on Business Intelligence

“The ongoing process of monitoring the competitive environment, allowing businesses to seize new opportunities and avoid potential threats.”

- 1) Deciding on what information is actually required
- 2) Gathering of the information
- 3) Analyzing the information that is collected
- 4) Acting on the analysis

Statistics:

- 2.5 million Canadians work at their own businesses, equaling 16.2% of the total national workforce.
- 90% of newly self-employed people in the 1990's were entrepreneurs working without any paid staff, according to Statistics Canada.
- The number of self-employed rose by 2.7% from January 1999 - January 2000.

- The increase in the number of self-employed since 1976, is as follows:

British Columbia.....	70%	Ontario.....	43%	Quebec.....	25%
Alberta.....	43%	New Brunswick.....	28%		

Informative Web-site addresses:

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| www.profitguide.com | Provides an on-line magazine, and e-newsletters to subscribe to. Also includes tests and quizzes etc. |
| www.homebiz.ca | Has home-based business resources, news, services and advocacy. Not fancy, but does contain a “How To” series regarding sales, marketing etc. |
| www.gov.on.ca | Provincial Government web-site that will allow you to link to any ministry. |

An Opportunity

Many of you have been wanting to get a WEB page. DonCor Online Services will give a 25% discount for WEB page design to anyone who is on the program. If you are interested, call us for a referral.

Check out his work on www.doncor.com