



SELF EMPLOYMENT NEWS

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Spring /Summer

2002



YES! Finally a newsletter. This has been our busiest winter and spring in the seven years that we have been conducting the Self Employment Benefit Program!

We are packing this issue with an event calendar for a full year. Mark the workshop dates in your date book now. Our workshops are a friendly environment in which to practice your skills as a new business owner. Although the evening workshops end at 9:00 p.m., we often do not leave until 10:30 p.m. because people are talking and getting to know one another. The choice to go or stay is yours.

The topics are by client choice, admin and marketing, marketing and admin!! During the last several years our clients have found themselves pitching their product / service to a variety of people and have been asking for feedback on how to dress, how to talk to the contact etc. We have chosen two events to address your questions - a Ladies Afternoon & a Men's Night.

This calendar will be posted on the WEB site.

This issue has a category listing of the businesses started in the last 3 years. Just look at the potential!

GREAT NEWS

As of July 1, 2002, we will be moving from the Lundy Complex to Readers Café .

This great location is in the heart of downtown Dunnville, very close to the Dunnville Employment Centre

with lots of parking. We will now have a permanent space for workshops. Our clients will be able to use the Internet Café. This is a great place to meet with Dolly each month!

New Dunnville Location

Readers Café
144 Queen St.
2nd Floor
Dunnville, Ontario

Still by appointment only

The Internet and Small Businesses

International Data Corp. states that companies that use the Internet tend to experience higher in both revenues and greater revenue growth.

61% of the country's small/medium sized business sector were connected to the Internet in 1999. By the year 2000, 3/4 of Canada's smaller firms were linked to the Internet. Now that it is 2002, it is safe to say that few businesses are not linked to the Internet in some way.

The Internet expands geographical sales coverage, resulting in building awareness and to sell to customers worldwide.

When used to it's full advantage, the Internet is the place to go....to grow.

Many business owners believe that being on the WEB means selling their product through the Internet. You do not have to sell on the Internet. If you wish to sell on the Internet you will need to thoroughly research and create a plan. This would be a good topic to discuss with **Larry Bitner** on the second morning in November. Larry has been working in this field for some time now.

The truth about the Internet is that it can be an economical advertising vehicle - who you are, what makes your product / service unique, where you can be found. The Internet can match the consumer to the product.

Get Your Picture On The WEB

We will put your picture and a write -up of your business on our WEB Site for FREE!

Feedback Please

Our workshop lineup is in response to your requests so please keep us informed of what you want and what you need! Call Donna or Paul or tell Dolly.

Free Advertising

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.

A D-Rom Reminder

Everyone wants Dolly!! When you are off the program for 3 full months, Dolly is released from "conflict of interest" and can take you as a client.



"JUST A THOUGHT"

WE have often thought of getting our clients together in networking or workshop situations by type of business. Due to a lack of signed releases and lack of feedback we have been unable to fulfill this ambition. The next page may inspire you to action!

People often ask what type of businesses go onto the program. A break down of the last 3 years shows the following categories. Remember that our territory covers Dunnville, Port Colborne, Welland and all the hills & dales betwixt and between. This is not a complete list. Are you using this potential market?

Animal Lovers (6)	<ul style="list-style-type: none"> ▶ Pet Grooming (1 has boarding kennels) 3 ▶ Veterinary Clinic 1 ▶ Pet Trainer (grooming & boarding kennel) 1 ▶ Pony Riding & Rider Training for Ponies 1
Auto (5)	<ul style="list-style-type: none"> ▶ Repair Garage 2 ▶ Auto Sales 1 ▶ Mobile RV repair & retail store 1 ▶ Auto detailing 1
Bookkeeping, Office Support (5)	<ul style="list-style-type: none"> ▶ Bookkeeping, office support, income tax 1 ▶ Bookkeeping, Income Tax (incorporations) 2 ▶ Bookkeeping & teaching, difficult cases 1 ▶ Office Support, projects, marketing 1
Building / Landscaping / Painting (20)	<ul style="list-style-type: none"> ▶ Furniture, cabinetry (1 will also do renovations) 3 ▶ Handyman (1 is an electrician) 2 ▶ Framing 1 ▶ Renovations (1 has neat crafts) 2 ▶ Item Assembly 1 ▶ Janitorial, new construction 1 ▶ Fences & decks (1 will do landscaping) 2 ▶ Backhoe & landscaping 1 ▶ Lawn maintenance & snow removal 2 ▶ Alarm systems, “Smart House” (Computer whiz too!) 1 ▶ Painting (1 interior, 2 interior/exterior, 1 high rise) 4
Children (3)	<ul style="list-style-type: none"> ▶ Day Care 2 ▶ Montessori Nursery School 1 ▶ Remember the Ponies!!

Computer Related Wizardry (5)	<ul style="list-style-type: none"> ▶ WEB Site Design 2 ▶ WEB page design specialty site (Classified advertising) 1 ▶ Mobile computer sales & repair 1 ▶ Computer networking 1 ▶ Remember the alarm person computer whiz!
Crafts (1)	<ul style="list-style-type: none"> ▶ Stained Glass 1 (also works with wood) ▶ Remember the “neat crafts” person!
Entertainment (7)	<ul style="list-style-type: none"> ▶ Staging 1 ▶ Sound 1 ▶ Production 3 (Each with a different specialty) ▶ Event Management 1 ▶ Multi Talented singer, guitarist 1
Food (4)	<ul style="list-style-type: none"> ▶ Diabetic Deserts & Treats 1 ▶ Catering 1 ▶ Restaurant (retail, crafts) 1 ▶ Herb grower 1
Health (5)	<ul style="list-style-type: none"> ▶ All natural products, soaps etc. 1 ▶ Foot Care 1 ▶ Aromatherapy 1 ▶ Nutrition Consultant 1 ▶ Personal Trainer 1
Retail (4)	<ul style="list-style-type: none"> ▶ Furniture, Antiques, Jewellery & Wool 4 ▶ Remember the restaurant!
Sewing (5)	<ul style="list-style-type: none"> ▶ Drapes, Bridal, Repairs, Industrial (2) 5
The Trades (10)	<ul style="list-style-type: none"> ▶ Engineers, millwrights, drafting, welding, repair of industrial & restaurant equipment, small engines, Governors & lighted signs ▶ Remember the electrician!
Truck Services (3)	<ul style="list-style-type: none"> ▶ septic service, water haulage, mover 3
The Rest	<ul style="list-style-type: none"> ▶ Pavement sealing & marking; trainers/consultants in numerous fields of expertise; a passive reduction clinic, a Laundromat; cleaning & selling fish tanks; international recruiter for teachers in Korea; crime scene investigation paraphernalia; bed & breakfast & on & on & on