



ESSENTIAL BUSINESS BOOKS AND WORKBOOKS

Red all over

# Essential Business

Products and pricing

2015

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## About us

If you were to ask us what we do, we'd say, "We create business guides and workbooks for business start ups, small and micro business owners, and the professionals who support them".

Why do we do it? Because running a business is challenging, sometimes scary and always demanding. We know it is because we've done it for years and we're still doing it. We want to help anyone running or advising a small business to gain the vital skills and understanding that make business success more likely.

We care about the people who advise and support business owners and we care about the people who run their own businesses. We also care a great deal about educating business owners about the right and wrong ways of doing business.

That is why our strapline is: **Taking care of business.**

## Who we are

Essential Business is owned and run by **Julie Stanford** and **Marianne Whitfield**. Our backgrounds are different but our ideals and goals are identical:

- to produce books and workbooks as resources for business support professionals
- to help business owners gain the knowledge and skills they need to prevent failure.

Failure hurts and business failure can cause damage to people's finances, families and futures. Very often, it can be completely avoided if the business owner is properly supported. We both think that it's immoral to say 'business is easy' when it isn't. We're more likely to say, "This can be hard but you can learn how to do it" than, "Anyone can run a business, just go for it!"



Julie Stanford and Marianne Whitfield

## How we started

Julie founded Essential Business in 2002. She had been running her own businesses for 20 years and her experience during those years prompted her to create and develop the first Essential Business publications:

*"My business background is in creating books and workbooks that people can read and understand and I wanted to bring that experience to creating better business resources. My goal was simple: clarify what's involved in starting and running a business, ditch (or explain) the jargon, and create inviting and easy-to-follow learning materials that help build essential business skills, step by step."*

## Our story so far

In 2003, Julie published the first book in the Essential Business range, **The Essential Business Guide**. The book won the Plain English award, is now in its fourth edition and has been used by thousands of business owners and their advisers. Over the years, customers asked for other learning materials, presented in the same clear and jargon-free style, so we created a series of practical workbooks, courses and trainer support materials.

In 2012, Julie met **Marianne Whitfield** and they realised that they shared a belief that business owners need certain skills and information to survive. Marianne says,

*"Being involved in Cobweb Information, I understand the importance of providing accurate and relevant information for start ups and business owners. For many people, it's a step too far to have to worry about whether information they are reading has been checked, verified and edited to a standard and is relevant for them."*

*"Essential Business publications are so well structured and designed. As soon as I picked them up I found they were so easy to read and navigate – and it's a joy to see how easily people learn from them and go on to really understand how their business works and how to make it a success."*

## Where we're heading

We'll continue to use our skills and experience to create high-quality learning and reference materials for small and micro business owners and the people who advise, teach and support them. If you help and support people who start and run businesses, then we want to provide you with resources that help make your job just that bit easier.

# The Essential Business Journey

Our materials are used by organisations to support people at various stages in their business journey.

The publications, resources, online courses and face-to-face workshops can be used for distance learning, direct support and one-to-many workshops, all designed to integrate with and enhance your current offering and support your team.

## Books and workbooks

## Digital materials

## Other resources

PRE-START

Client is thinking about starting a business but is not sure if it is the right thing for them. At this stage, it can be more cost effective to provide digital resources for either PDF or online completion.



• Thinking of Starting a Business workbook page 4

• The Essential Start-up Guide booklet page 8



• The Essential Start-up Guide Action Planner interactive PDF page 10



• The Before You Begin interactive PDF page 11

Thinking of Starting a Business and Before You Begin can both very easily be used as the material for a one-day workshop.

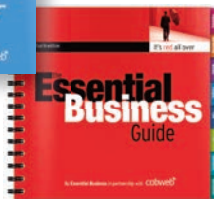
READY TO START

Client is serious about wanting to start a business and needs to know how to go about the process and what skills are required.



• Planning and Starting Your Business workbook page 5

• The Essential Business Guide book page 7



• Planning and Starting Your Business online course

Includes downloadable worksheets, and audio and video guidance page 12



• The Planning and Starting Your Business Trainer Resource Pack ringbinder, planned sessions and resources for 4-day face-to-face workshop page 12

READY TO START

Client is up and running and needs ongoing support to build business skills, ensure compliance and create a sustainable business.

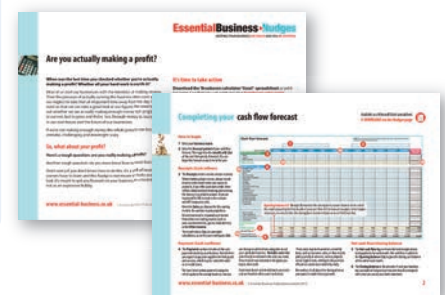


• Understanding Your Business Finances workbook page 6

• The Essential Business Guide book page 7



• Essential Business Skills online courses Coming soon



• Essential Business Nudges weekly resources aimed at helping business owners acquire business skills page 11

# Products and pricing

## Publications, products and services

Essential Business publishes a range of publications and resources for use by business support organisations:

### Printed publications (VAT exempt)

- Thinking of Starting a Business ..... 4
- Planning and Starting Your Business ..... 5
- Understanding Your Business Finances ..... 6
- The Essential Business Guide ..... 7
- The Essential Start-up Guide ..... 8
- The Essential Start-up Guide Action Planner ..... 9

### Digital publications (VAT at standard rate)

- The Essential Start-up Guide Action Planner (interactive PDF) ..... 10
- The Essential Business Nudges ..... 11
- Before You Begin ..... 11

## Training courses and resources

### Online courses (VAT at standard rate)

- Planning and Starting Your Business online course

### Face-to-face courses (VAT exempt)

- Planning and Starting Your Business – 4-day workshop trainer pack and resources

Any of these products can be adapted to include your branding, content and contact information.

## Licence to use the materials

**To guarantee the quality of delivery, Essential Business workbooks are for use under licence only.**

The purchase price of any of the workbooks includes the licence to use them in training. The workbooks are also accompanied by the following resources:

**Learner:** Microsoft Word® and Excel® worksheet templates carrying your logo and company name

**Trainer:** Trainer delivery tips and ideas, example PowerPoint slides, example workshop outlines, example workshop and programme evaluation forms, workshop activities and games

## Pricing and payment

**Our pricing policy is designed to offer flexibility and fairness to our customers whilst maintaining a sustainable income for our small business.**

Our publications pricing policy reflects the fact that the more printed publications we buy at any one time, the greater the saving to us – and the greater the discount we are able to offer our customers. This is why we price in ranges of ‘numbers purchased’. We also offer discounts.

As for digital products, we set our prices fairly in terms of market value and competitor pricing.

### Price bands explained and discounts available

There are three price bands for Essential Business products offering substantial savings for multiple copies purchased (at any single time).

You will find the following price bands for each item on the following product pages:

- **Standard prices** – the base prices for an organisation buying any number of publications.
- **Enterprise Educators UK member discount** – we are partnered with Enterprise Educators UK and pleased to offer all members a 20% discount on the standard prices shown for any product.
- **Consortium prices** – we are able to offer the greatest savings when agencies purchase as a group. These prices are shown but depending on numbers ordered, we may be able to offer even greater savings.

### Terms and conditions

All sales are ‘cash on delivery’ unless a credit account is in place, in which case 30-day terms are offered. Minimum order numbers apply and are shown on each product page.

When printed training materials are purchased, on receipt of payment we create and provide the additional resources and liaise with your team in terms of your training needs.

**We welcome the opportunity** to discuss your publication, training and resource requirements and are happy to provide estimates and quotations on request. Please call **Marianne Whitfield** on **0191 461 8020** or **07900 930987** to discuss further.

# Thinking of Starting a Business

**Thinking of Starting a Business** is a pre-start workbook aimed at those people who are at the very early stages of thinking about starting their own business. The 12 worksheets prompt the reader to consider what makes a business successful, the importance of having clear business vision and values from the outset, what skills might be required, and what sort of business fits with their business idea and personal circumstances.



## Business support organisations who buy this workbook:

- use it as learning material for one-day, pre-start-up courses
- give it to clients who are not sure whether business is right for them
- customise it with their own content, colours and brand
- use it as 'off the shelf' learning material for contract fulfillment
- like the style and tone of the writing and illustration.

*I have used the Essential Business workbooks for training and business advisory work on more than one occasion. I have trained hundreds of individuals, in workshops. They make training enjoyable and they ensure your trainees not only love your workshops but guarantee that they cover all the essential areas when starting a business.* **Lorraine Bell**, Support Manager, University of Brighton

## Format:

52-page, full colour stapled workbook incorporating 12 worksheets and Action Plan  
RRP £14.95.

*This product may be used with SFEDI Awards and other business start-up qualifications.*

## Prices for each option – RRP for a single copy £14.95

### Standard prices

Number of copies ordered:	10*-20	21-60	61-100	101-160	161-240	241-500	500+
Unit price, per workbook:	<b>£14.95</b>	<b>£13.75</b>	<b>£12.65</b>	<b>11.50</b>	<b>£10.25</b>	<b>£9.15</b>	<b>£7.95</b>

### Enterprise Educators UK member price (20% discount on standard prices)

Number of copies ordered:	10*-20	21-60	61-100	101-160	161-240	241-500	500+
Unit price, per workbook:	<b>£11.96</b>	<b>£11.00</b>	<b>£10.12</b>	<b>£9.20</b>	<b>£8.20</b>	<b>£7.32</b>	<b>£6.36</b>

### Consortium prices

Number of copies ordered:			100**-160	161-240	241-500	500+
Unit price, per workbook:			<b>£8.50</b>	<b>£7.25</b>	<b>£6.15</b>	<b>£4.95</b>

\* Minimum order = 10 workbooks per order. All workbook prices are zero VAT. Workbooks are packed in boxes of 40. Despatch costs = £9.95 per box + VAT.

\*\* Minimum order = 100 workbooks per order. All workbook prices are zero VAT. Workbooks are packed in boxes of 40 and despatch costs will be confirmed on receipt of order. Despatch costs are subject to VAT at the standard rate.

Prices valid until 31st December 2015.

# Planning and Starting Your Business

The **Planning and Starting Your Business** workbook has been designed to take the reader, in clear and straightforward steps, through the sometimes challenging process of starting their own business. The clearly-written text and accompanying worksheets help learners understand how the various elements of marketing research and activity, sales forecasting and financial planning fit together to create their own business plan.

## Business support organisations who buy this workbook:

- use it as learning material for business start-up courses
- use it as support material for one-to-one business support
- use it as 'off the shelf' learning material for contract fulfilment
- customise it with their own content, colours and brand
- like the step-by-step approach and use of plain English.



**Format:** 156-page full colour wirebound book incorporating 34 worksheets (Microsoft Word® and Excel® worksheets accompany this workbook). RRP £32.95.

*This product may be used with SFEDI Awards and other business start-up qualifications.*

**Bespoke options available, call 0191 461 8020**

“All the information that I received on this workshop was everything and more that I needed. Questions that I needed to be answered were covered... I wish (the workshops) could have been longer. We were provided with training books and hand-outs which were extremely informative and straightforward. I still refer to them. **Dionne Paris**, start-up workshop participant

## Prices for each option – RRP for a single copy £32.95

### Standard prices

Number of copies ordered:	10*-20	21-60	61-100	101-160	161-240	241-500	500+
Unit price, per workbook:	<b>£28.95</b>	<b>£27.50</b>	<b>£25.25</b>	<b>£24.00</b>	<b>£23.25</b>	<b>£21.00</b>	<b>£20.50</b>

### Enterprise Educators UK member price (20% discount on standard prices)

Number of copies ordered:	10*-20	21-60	61-100	101-160	161-240	241-500	500+
Unit price, per workbook:	<b>£23.16</b>	<b>£22.00</b>	<b>£20.20</b>	<b>£19.20</b>	<b>£18.60</b>	<b>£16.80</b>	<b>£16.40</b>

### Consortium prices

Number of copies ordered:				100**-160	161-240	241-500	500+
Unit price, per workbook:				<b>£15.25</b>	<b>£14.85</b>	<b>£14.50</b>	<b>£13.95</b>

\* Minimum order = 10 workbooks per order. All workbook prices are zero VAT. Workbooks are packed in boxes of 20. Despatch costs = **£9.95** per box + VAT.

\*\* Minimum order = 100 workbooks per order. All workbook prices are zero VAT. Workbooks are packed in boxes of 20 and despatch costs will be confirmed on receipt of order. Despatch costs are subject to VAT at the standard rate.

*Prices valid until 31st December 2015.*

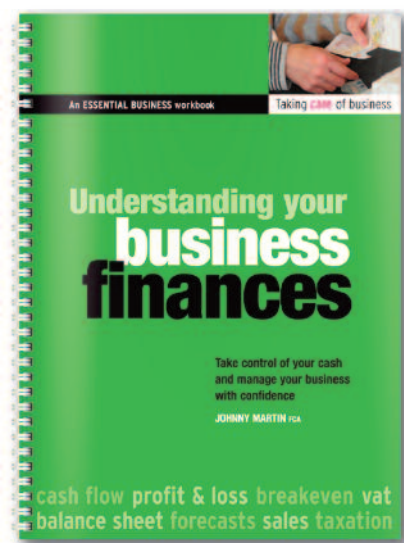
# Understanding Your Business Finances

**Understanding Your Business Finances** is a practical, no-nonsense workbook that transforms financial reports into powerful business planning tools. The workbook explores the three main financial reports: cash flow forecasts, profit and loss reports, and balance sheets. More importantly, it demonstrates how to use them to build and run a profitable business.

Ideal for anyone who is running or starting a business, the workbook offers expert guidance on everything from raising finance to making money.

## Business support organisations who buy this workbook:

- use it to deliver post-start-up business financial training
- are working with the Start Up Loans Company
- use it with their high-growth clients
- like interactivity, real-life examples and clear explanation of a complex subject.



**Format:** 118-page full colour wirebound book incorporating 12 worksheets (downloadable Microsoft Word® and Excel® worksheets accompany this workbook). RRP £28.95.

*Brilliantly written by someone who understands the needs of the small business community...*

**Dr Stephen Fear**, Entrepreneur in Residence & Ambassador, British Library

## Prices for each option – RRP for a single copy £28.95

### Standard prices

Number of copies ordered:	10*-20	21-60	61-100	101-160	161-240	241-500	500+
Unit price, per workbook:	<b>£25.95</b>	<b>£23.05</b>	<b>£22.25</b>	<b>£21.00</b>	<b>£20.25</b>	<b>£18.00</b>	<b>£17.50</b>

### Enterprise Educators UK member price (20% discount on standard prices)

Number of copies ordered:	10*-20	21-60	61-100	101-160	161-240	241-500	500+
Unit price, per workbook:	<b>£20.76</b>	<b>£18.44</b>	<b>£17.80</b>	<b>£16.80</b>	<b>£16.20</b>	<b>£14.40</b>	<b>£14.00</b>

### Consortium prices

Number of copies ordered:				100**-160	161-240	241-500	500+
Unit price, per workbook:				<b>£13.25</b>	<b>£12.85</b>	<b>£12.10</b>	<b>£11.95</b>

\* Minimum order = 10 workbooks per order. All workbook prices are zero VAT. Workbooks are packed in boxes of 20. Despatch costs = **£9.95** per box + VAT.

\*\* Minimum order = 100 workbooks per order. All workbook prices are zero VAT. Workbooks are packed in boxes of 20 and despatch costs will be confirmed on receipt of order. Despatch costs are subject to VAT at the standard rate.

Prices valid until 31st December 2015.



# The Essential Business Guide

**The Essential Business Guide** is the ideal practical reference resource for small business owners to keep on their desk, for business start ups and students on business studies courses. Advisers and trainers also use the Guide to fill their own knowledge gaps and to support their work. It is a useful companion publication for the Essential Business workbooks.

## Business support organisations who buy this guide:

- use it as a reward for completion of business training courses
- offer it as prizes for business start-up competitions
- buy bespoke versions with their logo, colours and content included
- put it on coffee tables in reception areas and enterprise hubs
- like the colourful design and the 'dip in and out' nature of the writing and layout.



### Format:

266-page wirebound book,  
full colour throughout,  
8 tabbed dividers.  
RRP £24.95.

**Can be branded with  
your bespoke content,  
call 0191 461 8020**

*The Guide is an excellent reference tool on a range of diverse topics that the small business owner simply has to know about. It is easy to read, provides invaluable advice and practical tips, and most importantly, provides information on complicated issues in an easy to understand format.* **Lord Digby Jones**, as Director-General, CBI

## Prices for each option – RRP for a single copy £24.95

### Standard prices

Number of copies ordered:	10*-20	21-60	61-100	101-160	161-240	241-500	500+
Unit price, per workbook:	<b>£22.50</b>	<b>£20.35</b>	<b>£18.20</b>	<b>£17.40</b>	<b>£17.00</b>	<b>£16.50</b>	<b>£15.00</b>

### Enterprise Educators UK member price (discount on standard prices)

Number of copies ordered:	10*-20	21-60	61-100	101-160	161-240	241-500	500+
Unit price, per workbook:	<b>£18.00</b>	<b>£16.30</b>	<b>£16.00</b>	<b>£15.00</b>	<b>£14.50</b>	<b>£14.00</b>	<b>£13.00</b>

### Consortium prices

Number of copies ordered:		100**-160	161-240	241-500	500+
Unit price, per workbook:		<b>£13.95</b>	<b>£13.60</b>	<b>£13.20</b>	<b>£12.00</b>

\* Minimum order = 10 guides per order. All guide prices are zero VAT. Despatch costs = **£9.95** per box + VAT.

\*\* Minimum order = 100 guides per order. All guide prices are zero VAT. Despatch costs will be confirmed on receipt of order. Despatch costs are subject to VAT at the standard rate.

Prices valid until 31st December 2015.

# The Essential Start-up Guide

**The Essential Start-up Guide** booklet covers the practical key tasks a new business owner carries out in the early stages of their enterprise such as choosing a business name, registering the business, working out costs and earnings, and so on.

The Guide is available in print or as a PDF and the cover can be branded with your logo, contact information and enterprise offer details.

## Business support organisations who buy this guide:

- use it as a gift for their start-up clients
- buy bespoke versions with their logo and content added
- like the full-colour style and design of this handy guide.



## Format:

24-page printed booklet,  
full colour throughout.  
RRP £5.95.

*This little booklet is an ideal giveaway for local start-up businesses.* **Robin Smith**, North Norfolk District Council

**Can be branded or contain bespoke content – call 0191 461 8020**

## Prices for each option – RRP for a single copy £5.95

### Standard prices

Number of copies ordered:	10*-20	21-60	61-100	101-160	161-240	241-500	500+
Unit price, per workbook:	<b>£5.25</b>	<b>£5.00</b>	<b>£4.75</b>	<b>£4.50</b>	<b>£4.20</b>	<b>£4.00</b>	<b>£3.95</b>

### Enterprise Educators UK member price (20% discount on standard prices)

Number of copies ordered:	10*-20	21-60	61-100	101-160	161-240	241-500	500+
Unit price, per workbook:	<b>£4.20</b>	<b>£4.00</b>	<b>£3.80</b>	<b>£3.60</b>	<b>£3.36</b>	<b>£3.20</b>	<b>£3.16</b>

### Consortium prices

Number of copies ordered:	100**-160	161-240	241-500	500+
Unit price, per workbook:	<b>£3.40</b>	<b>£3.10</b>	<b>£2.95</b>	<b>£2.75</b>

\* Minimum order = 10 guides per order. All guide prices are zero VAT. Despatch costs = **£9.95** per box + VAT.

\*\* Minimum order = 100 guides per order. All guide prices are zero VAT. Despatch costs will be confirmed on receipt of order. Despatch costs are subject to VAT at the standard rate.

Prices valid until 31st December 2015.

# Printed publications **prices at a glance**



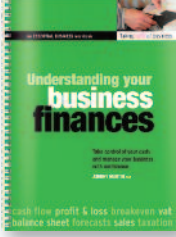


## HOW TO ORDER

For standard pricing orders, please email your purchase order to [info@essential-business.co.uk](mailto:info@essential-business.co.uk) or call us on **0191 461 8022**

For consortium or bespoke orders, call **Marianne Whitfield** on **0191 461 8022** or **07900 930987**.

## KEY

- **Standard** – base prices for any organisation.
- **Enterprise Educators UK members** – 20%\* discount.
- **Consortium** – agencies purchasing in bulk, as a group.

NUMBERS OF COPIES ORDERED AT ANY ONE TIME							
	10*-20	21-60	61-100	101-160	161-240	241-500	500+
	£14.95	£13.75	£12.65	11.50	£10.25	£9.15	£7.95
	£11.96	£11.00	£10.12	£9.20	£8.20	£7.32	£6.36
				£8.50	£7.25	£6.15	£4.95
	£28.95	£27.50	£25.25	£24.00	£23.25	£21.00	£20.50
	£23.16	£22.00	£20.20	£19.20	£18.60	£16.80	£16.40
				£15.25	£14.85	£14.50	£13.95
	£25.95	£23.05	£22.25	£21.00	£20.25	£18.00	£17.50
	£20.76	£18.44	£17.80	£16.80	£16.20	£14.40	£14.00
				£13.25	£12.85	£12.10	£11.95
	£22.50	£20.35	£18.20	£17.40	£17.00	£16.50	£15.00
	£18.00	£16.30	£16.00	£15.00	£14.50	£14.00	£13.00
				£13.95	£13.60	£13.20	£12.00
	£5.25	£5.00	£4.75	£4.50	£4.20	£4.00	£3.95
	£4.20	£4.00	£3.80	£3.60	£3.36	£3.20	£3.16
				£3.40	£3.10	£2.95	£2.75

\*20% discount applies to all publication other than The Essential Business Guide.

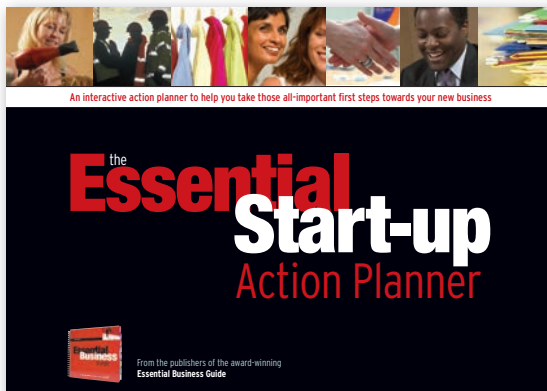
# The Essential Start-up Guide Action Planner

The Essential Start-up Guide Action Planner is an expanded version of the printed booklet, converting it into a landscape A4 48-page action planner.

Available in two formats, as a printed booklet or an interactive PDF, the planner contains the same text as the booklet, covering the practical key tasks a new business owner carries out in the early stages of their enterprise.

However, with an aim of encouraging the reader to put their thoughts into action, the reader is then prompted, on each page, to reflect upon what they have read and think about what action they might take as a result – making notes in the space provided.

(In the PDF version, these notes are then transferred automatically to the action plan section at the back.)



An interactive action planner to help you take those all-important first steps towards your new business

“It enhances our image to have our brand on such an attractive and useful piece of work.”

Business Advisers, Enterprise Agency

Available in two different formats:

- 1 24-page interactive PDF booklet, full colour throughout, interactive notes sections and automatic action plan.
- 2 48-page printed or PDF booklet, wirebound with notes sections and action plan, full colour throughout.

The collage displays several pages from the action planner. Key sections visible include:

- Is business right for you?**: A 'REALITY CHECKLIST' with questions like 'Do you have previous experience of business ownership?' and 'Can you afford the time and effort?'. It also includes a 'Taking action' section with 'QUESTION 1: Why do you want to start a business?'.
- Your business idea**: A section titled 'Your business idea' with a 'Taking action' section and 'QUESTION 4: What exactly is your business idea?'. It includes a table for 'Estimated expenditure' with columns for item, item, and cost.
- How much do you need?**: A section titled 'How much do you need?' with a 'Taking action' section and 'QUESTION 12: How much do you need to survive?'. It includes a table for 'Estimated expenditure' and a 'Survival income' calculation.
- Full-time? Part-time? New? Existing?**: A section titled 'Full-time? Part-time? New? Existing?' with a 'Taking action' section and 'QUESTION 6: Where and how will you do business?'.

Can be branded or contain bespoke content – call 0191 461 8020

# Before You Begin ebook



**Before You Begin** is designed for anyone who is thinking of starting a business but feeling unsure about whether that would be a good idea.

The workbook prompts readers to think about:

- why exactly they want to start their own business
- whether they are ready to start and if now is the right time
- whether there will be enough customers
- what will make them different from other businesses offering similar products
- whether the business will make them enough money to survive.



The ebook contains 10 worksheets that can be completed in the PDF and saved. (Your clients will need Adobe Acrobat Reader, or its equivalent, to be able to complete the worksheets.)

This ebook is the ideal 'first product' and a cost-effective way of providing a comprehensive resource without the cost to your organisation of face-to-face meetings.

## Essential Business Nudges

**Essential Business Nudges** are weekly email resources designed to give your clients a gentle reminder about the things they know they should doing, but don't always get round to doing.

Clients sign up and each week we'll send them a short email prompting them to carry out just one important task. Each email is accompanied by a PDF or Microsoft Office® resource that not only tells them what they need to do and why, but explains *how* to do it.

The Nudges can be branded with your logo, contact information and enterprise offer details.



**THESE PUBLICATIONS can be branded** to include your logo, branding and bespoke content and contact details.

To discuss the options available and your requirements, please call **Marianne Whitfield** on **0192 461 8020** or **07900 930987**.

We are happy to provide estimates and quotations for funding bids.

# Training courses and resources

## Choose the online, distance learning course for an individual...

The **Planning and Starting Your Business** step-by-step online course, the first in the series, is designed to accompany the **Planning and Starting Your Business** workbook (page 5) and to complement the existing face-to-face courses. To help learners understand how various elements fit together in business, the course uses the themes of:



- **You** – business and personal skills and success.
- **Your Business** – business vision and values and the legal forms of business.
- **Your Market** – selling, pricing, competition, customer satisfaction.
- **Your Money** – survival budget, funding the business, cashflow forecasting.
- **Your Future** – business planning and action planning.

The course can be used as a standalone project or your learners can also go on to attend the face-to-face

**Planning and Starting Your Business** course. The on- and offline courses are designed to work in tandem, with the online course introducing the various themes and the offline course adding greater detail to the subjects.

This streamlining process means that those learners who attend your online courses know enough about the subjects covered to be able to decide whether they are able to commit to a more in-depth face-to-face course:

### INTERESTED IN MAKING MONEY FROM THIS COURSE?

As an Essential Business marketing partner, you could be earning generous commission rates by promoting the affiliate version of this course.

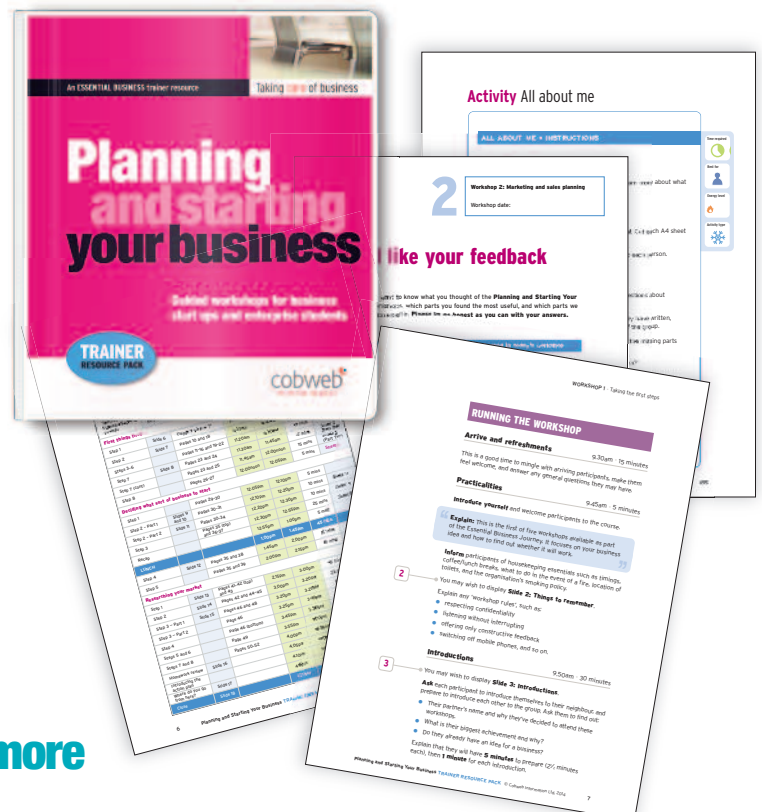
To discuss this opportunity, please call **Marianne Whitfield** on **0191 461 8020** or **07900 930987**.

## ...or the 'one to many' full training course

The **Planning and Starting Your Business Trainer Pack** contains everything necessary to provide 'out of the box' business start-up workshops and to support your training team, including:

- full lesson plans
- timings for each lesson/workshop day
- Microsoft Office® worksheets
- handouts, activities, evaluation forms
- PowerPoint slides (for use if desired).

The course uses the **Planning and Starting Your Business** workbook (page 5) as the learning material for a 4-day workshop and learners can continue to work on their materials and worksheets in their own time. (The materials can be adapted easily to suit other course timings, if you require. The pack is designed to be flexible).



**Call 0191 461 8020 to find out more**

# What do people think about the courses?

## Workshop participants

Whilst workshop evaluation forms are completed anonymously, our thanks to the following workshop participants for allowing us to use their names and comments:

“ I decided to attend an Essential Business course because I wanted to start up my own shoe label. All the information that I received on this workshop was everything and more that I needed. Questions that I needed to be answered were covered... I wish [the workshops] could have been even longer. We were provided with training books and handouts which were extremely informative and straightforward. I still refer to them. They have enabled me to go forward in writing my business plan and now registering my business. Since completing this workshop I have recommended it to my friend. I will continue to recommend it to others.” **Dionne Parris**

“ The programme is held in small friendly groups and we were all at different stages of beginning or had started our businesses which I found very positive as it helped us all to develop within the group listening and learning from other people’s knowledge and experience. I would recommend this programme and the books to anyone who is thinking of starting a business as [it] provides the necessary information to avoid or minimise the pitfalls.” **Lydia Paton**

“ I chose to do the course as I had an idea but as I did not come from a business background I wanted to know all the basics. The course and the books we were given were ideal for all-round information and put everything into perspective and ultimately got me on the right path.” **Michelle** (surname supplied, requested it not be shown)

“ I would like to thank you all for the opportunity Jenny and I had attending the workshop on starting your business. The course was brilliant. It helped us to structure the business we wanted to go into. It also really helped us to identify and to think about cost savings areas. The course also made us think about our who our potential customers could be.

Our business has started and it is sturdily growing with minimal debt.” **Jenny & Kofi Daaku**

## Some specific comments about the workbooks, taken from the evaluation forms:

- ‘Thought provoking’
- ‘Practical and informative’
- ‘Workbook really clear, very useable. Easy to follow’
- ‘Well structured’
- ‘Loved information and advice in workbook’
- ‘The worked examples very useful’
- ‘Really good reference book to go back to’
- ‘Like the way each area is broken down’
- ‘Layout is great’
- ‘So simple to understand’
- ‘Clear and so easy to follow’
- ‘Concise, brief and to the point’
- ‘Easy to read and understand’
- ‘Very attractive and easy to understand’
- ‘Prompts questions’
- ‘Outlines logically all the steps to follow’

## Workshop trainers

A number of trainers are happy to talk about their experience of using the Essential Business Journey materials. Please call us on 0191 461 8022 if you would like to discuss the programme with one of them.

Here are just some of the comments:

“ The workbooks allow me to run really interactive sessions where participants feel reassured that they have all the information to go back to. This allows me to provide anecdotal, real life examples and scenarios, bringing the workshops to life. It gives me time to make sure that participants truly understand how to start up and run their business.

The materials are easy to use, simple to follow and the best training aids I’ve ever worked with.”

**LORRAINE BELL** • trainer on the Croydon Business programme, nearing the end of the second year.

“ The course was a delight, with everyone appreciating the effort and content, in particular the workbooks.”

**GEOFF REEVES** • trainer on Blackpool’s Get Started! programme, in its first year.

# What do people think about the Guide?

## The Essential Business Guide:

### Business professionals

#### Sir Digby Jones, as Director-General, CBI

"Written by successful business owners in their own right, the Guide is an excellent reference tool on a range of diverse topics that the small business owner simply has to know about. It is easy to read, provides invaluable advice and practical tips, and most importantly, provides information on complicated issues in an easy to understand format, taking up the minimum amount of valuable time."

#### Charles Morton, as Partnership Manager, InBiz London

"What a great publication. I thought I had seen it all. This is a very good workbook but more importantly it is a user-friendly tool. Unfortunately, if I leave it on my desk, it goes missing too often...!"

#### Tony Robinson OBE, as Chairman, Small Firms Enterprise Development Initiative (SFEDI)

"You can tell these people have run their own businesses. This book is packed with useful, practical help and information for anyone running a business in the UK. It is one of the best business books I have ever seen."

### Readers

"Your book is so great to have around. Especially for those silly little questions you have about things and those that you feel you should already know and perhaps a little too shy to ask about. Every time I dip into it I find out something new. It's a book that makes you feel a bit more confident about stepping out into the very big world of business."

Emma Nicol, Managing Director  
Door 22 Design Collective

"Absolutely excellent!! An absolute must for those starting out on their own, or running their own business. We only wish it was around when we first started out as it would have helped us a great deal. Very informative, well organised, well done!"

Gina & James Parsons, Owners, Baby Stuff UK Ltd

"I just wanted to drop you a note to let you know how useful I've found the Guide as it really hits the spot! Not only did it give me a great overview of a lot of things that I would have otherwise forgotten about (or didn't even know), but perhaps more importantly, I've also found it to be an excellent ongoing reference that I can just pick up and use to solve problems with. Thank you so much for producing it and keep up the good work."

Jon Gregory, Director, Firewalk Technology Ltd

"As soon as I saw it and began reading it, I realised what an invaluable resource this guide is — whether you are starting a business, running a business or managing someone else's."

Anne O'Rourke, Director, Fluid-Inc

### The press

#### Business Edge magazine

"*The Essential Business Guide* may well be the book that turns the average day-dreamer into the exceptional businessperson. The uncluttered, easy-to-read copy is peppered with pertinent advice and measured comment – adopting the tone of a kindly mentor."

#### The Marketer magazine

"This book is a welcome title in an area that has been poorly served by business books. Written by a team of people with an intimate knowledge of small business, this book is attractively designed and full-colour throughout. It is a reassuring, trustworthy resource full of practical advice."

#### Your Entrepreneur magazine

"The book is easy to read, easy to handle and is packed with all of the information you could possibly want."

#### Start Your Business magazine

"Within the stack of books that are normally sent to me, one in particular clearly stood out from the rest... *The Essential Business Guide* from its very outer cover, represents branding at its best. *The Essential Business Guide* is comparable to the Bible, where a business owner should religiously read each section and refer to it when troubled."

This is just a selection of the many testimonials we have received about *The Essential Business Guide*.



# Getting in touch

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