

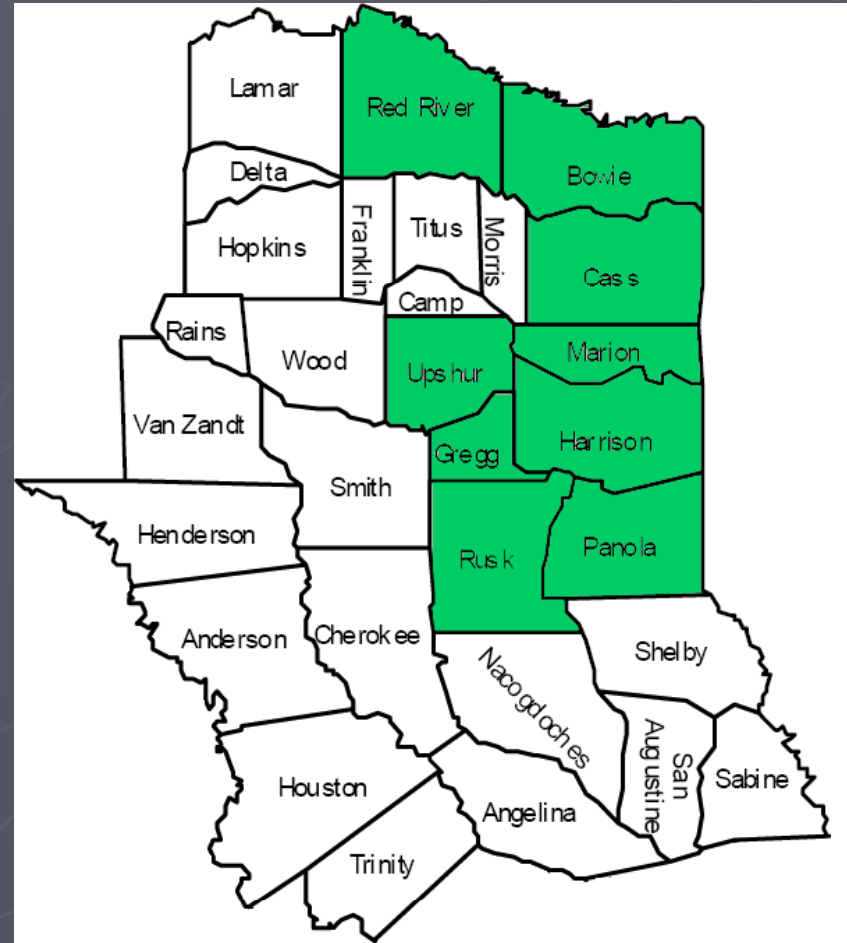
# Best Practices in Self-Employment



# Areas Served

Counties Served:

Bowie  
Cass  
Gregg  
Harrison  
Marion  
Panola  
Red River  
Rusk  
Upshur



# Demonstration

- ▶ A demonstration of the self employment process with ongoing technical support from local CRP and other community resources
- ▶ Participants chosen for the demonstration are eligible to receive a small amount of start-up funds for their business from the project funds

# Why People Choose to Be Self Employed

- ▶ Self-employment goal may more closely match their interests and abilities
- ▶ Better quality of life, including integration
- ▶ Better income than typical employment
- ▶ Ability to supply accommodations as needed
- ▶ Ability to regulate income
- ▶ Ownership of resources for employment

# Step 1: Finding Self-Employment Opportunity

- ❑ Utilize person-centered or “strengths based” techniques to establish interests, experience or resources
- ❑ Gather information concerning strengths and interests in trying various business options
- ❑ David’s Story
- ❑ Lissie’s Story
- ❑ Theresa’s Story

# Step 2: Developing Supports & Accommodations

- ❑ Employment team members often supply supports or resources for supports
- ❑ Katy's Story
- ❑ Billy's Story
- ❑ Marcus' Story

# Step 3: The Product

- ❑ What *exactly* are you selling to make money?
- ❑ Initially, the product may be dictated by person's interests, background, and values
- ❑ Modification of product may be dictated by logistics, markets or expenses
- ❑ Kyle's Story

# Step 4: Marketing

- ❑ Importance of selecting initial customer population
- ❑ Importance of planning in reaching the target customer
- ❑ Importance of modification of strategy as business activity progresses
- ❑ Mark's Story

# Step 5: Pricing

- ❑ Combat low valuation of the person's time and contribution to the employment endeavor
- ❑ May begin with a survey of similar business' prices, if appropriate
- ❑ Pay yourself enough!!
- ❑ Jim's Story

# Step 6: Funding Your Self-Employment Goal

- ▶ Do you have the \$\$
- ▶ Personal savings
- ❑ SSA Work Incentives (PASS)
- ❑ Family members
- ❑ Organizational investors
- ❑ Micro business loans
- ❑ Special economic development grants