



effectivenow

business
startup
support

helping you to start your business

effectivenow

effective | people | performance

a few quick questions...

1. are you happy with your business concept?

- can you make enough money?
- do you have enough time?
- how do you measure your happiness?
- is it sustainable?

2. why do you want to do it?

- what does good look like?
- what do you want your business to look like in 6 months/ 12 months / 3 years / 5 years ?

3. what are the challenges in setting up your business?

- **time?** what should I spend my time doing?
- **money?** how much will it cost me to get going?
- **knowledge?** where should I start?
- **fear?** how do I plan to get customers?
- **fatigue?** how much effort does it take to get going?



Let us help you get started properly... now

typical problems we identify with setting up your business

time

- spending time on things that don't make sense
- over commitment (fear of losing work)
- time management
- working all the time

money

- knowing your numbers
- pricing
- overheads/ cost management

effort

- putting all your effort into getting going
 - fear of failure
 - over committed
- no recovery time

happiness

- stressed & pressured
 - time
 - fatigue
 - work quality

you might not recognize any of these yet, but you will



why not spend
some time
understanding
your business
rather than just
jumping into
your business?

4-week setup
programme

2 hours a week
of dedicated
commitment

4 critical areas
addressed

a strategic plan
of how to fulfil
your ambitions

reduced stress
and business
support

a clearer focus
and a happier
you

our 4 critical business setup areas:



business
development



time
management



finance



customer
service



you don't know what you don't know

business development

spend some time on your business

- strategic direction
where do you want to be?
- sales and marketing
what are you doing to get business?
- digital presence
what platforms do you use?

let us get you to where you want to be



2 hour
session

time management

where does all the time go?

- workload and time
what are you currently doing?
- ideal scenario
what does good look like for you?
- effective time allocation
what should you spend your time doing?

prioritising your time and effort wisely



2 hour
session



2 hour
session

where's the money?

- **workflow and pricing**
how do you create a pipeline and how much do you charge?
- **invoicing and accounting**
when should you get paid and how do you on top of it?
- **cashflow**
how much money do you have and how much do you need?

giving you the money and lifestyle you desire





customer service

2 hour
session

how happy will your customers be with you?

- brand awareness
how do people know who you are?
- repeat business and opportunities
how do you get asked to do more?
- customer feedback
what do your clients really need?

being the business that people want you to be





all this for only £400*

with

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*business setup -4 x 2-hour sessions over a 4-week period

NB: ongoing monthly support available after the 4-week programme