**Self-Employment Business Classes**
The goal of this project is to assist people with disabilities and other interested individuals in learning information to start and grow their own successful businesses in Rhode Island and to learn about various community resources for their business.

1. **Is "Entrepreneurship" (Self-Employment) Right for You?**
   - Why do you want to own your own business?
   - What is your business idea?
2. **Steps to Starting a Business**
   - Information and steps you will need to take to start a business
   - Resources and support to help you
3. **How to Craft a Great Elevator Pitch**
   - What is an Elevator Speech/Pitch?
4. **Understanding Finances, Bookkeeping and Resources for Business Growth**
   - Understanding Bookkeeping
   - Understanding basic financial records
   - Community Resources
   - What are the next steps for my business?
5. **Marketing Your Business Idea**
   - What is Marketing?
   - What is your “USP”?
   - Marketing Strategies & Tactics
6. **Business Plan Basics**
   - Information and attachments to include in a Business Plan
   - Tips on writing a Business Plan
   - Resources for help
7. **Social Media – Guest Speakers John and Mark Cronin, owners of “John’s Crazy Socks”**
8. **Series Wrap-up**
   - What 3 things do you need to get your business up and running?

**Details:**
- Each session: 1.5 hours/weekly; 8 weeks. Homework assigned and reviewed weekly. Practice elevator pitch; review names, logos, Q&A
- Each Networking session: Follow-up & ongoing: 1.0/weekly
- Individual Counseling: Assigned by staff; Determined by specialty (marketing, finance, business plan, etc.)
- Mini Grants: Applications review at end of course, with full participation and completed business plan