



Self-Employment

Beyond Shreds and Vending



A Few Myths

- Most small businesses fail
- Small Business vs. Entrepreneurial
- The myth of “readiness”
- If you can't do it all, you can't do it



Where Do I Start?

- With a person... one at a time
- Assess the business,
NOT the person
- Finding partners and creating a support network
- Finding funding
- Believe in possibilities



David

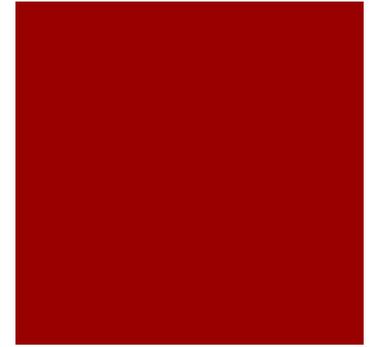
- Arcana Games
- Collectible games (retro business)
- Developed for in-home business
- 1 year of operation

Not a
Mark

Mark

- “Not-a-Mark” window cleaning company
- 5 years in operation
- 1st floor commercial window cleaning company
- Serves businesses considered too small to be profitable businesses

Why People Choose Self-Employment



- Better “fit”
- To more closely meet their work goals
- To supply their own accommodations
- To have a better level of income
- To work more than typical employment may offer
- More convenient use of SSA Work Incentives
- Perceived opportunity and community integration...

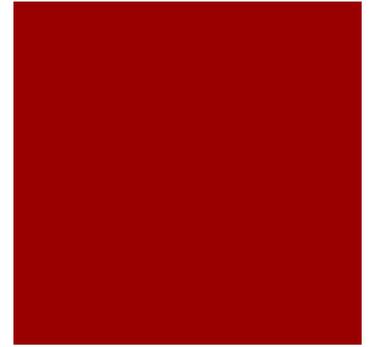
**Always
Clean**

Jim Garrett

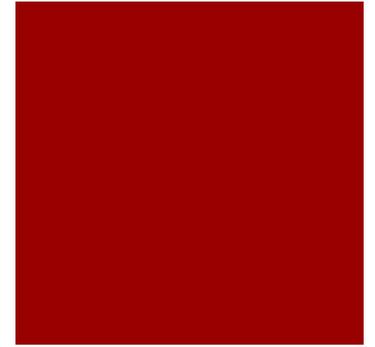
- Always Clean
- 5 Years of operations
- Floor cleaning and reconditioning company
- Contracts with local convenience stores, churches, and restaurants
- Marketing with CD

What People Need for Self-Employment

- Business management services
- Equipment
- Transportation
- Training
- Marketing and logistical services
- Community support

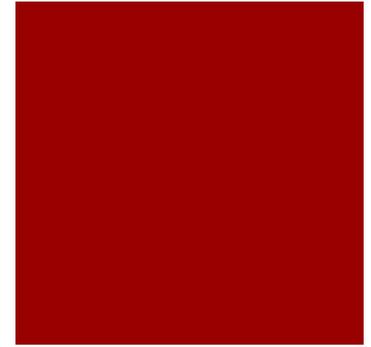


The Differences Between Self-Employment & Entrepreneurship



- No increasing equity in business for later sale
- One person/one job approach
- Lesser business plan
- Initially, no employees
- Sole proprietorships

Self-Employment & Social Security Work Incentives



- **Funding:**

- Plans to Achieve Self Support (PASS)
- Impairment Related Work Incentives
- Property Essential to Self Support (PESS)

- **Work Trials**

- 9 month trial work period

Exploring Self-Employment

- What are the indicators of Self-Employment success?
- Family background and support
- Utilization of person-centered, strengths-based approach
- Discovery indications of skill, interests and priorities not satisfied by typical, wage employment

Developing Supports & Accommodations

- **Most Important!**
- Development of a strong and dedicated employment team
- Team members are requested to contribute direct support to business
- Team members use their social capital and personal networks to support and further business

Product or Service Development

- Initially, what, specifically, are you selling?
- Product and price may be dictated by the person's background, interests and personal values
- Modification of product may be dictated by markets, logistics or expenses

Simple Marketing

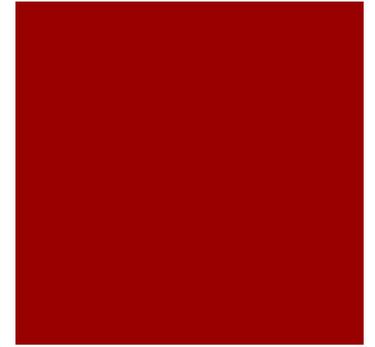
- **Build/offer the product and see who buys**
- Select initial customer population
- Plan to reach customer population/expenses
- Ability and flexibility to modify strategy as business activity progresses
- Acquainting yourself with your “competitors” and using them for information

Funding Your Goal and the Business Plan

- PASS plans
- Microenterprise Grant(CHD)
- DVR
- Personal resources
- Project funds
- Ticket to Work?

Business Plan Basics(KISS)

- What are you doing?
- Who are you going to do it to?
- Where are you doing it?
- What will it take to do it?
- Is someone else already doing it?
- How are you going to do it differently?
- \$



Community Partners

- WIA Title I: Adult, Dislocated Worker, Youth (Apprenticeship programs)
- Job Corps
- Native American Programs (TVR, BIA)
- Migrant & Seasonal Farmworker Programs
- Veterans Programs (VAVR)
- Wagner Peyser (Emp. Offices)
- WIA Title II: Adult Basic Education
- Vocational Rehabilitation
- Welfare-to-Work
- Senior Community Service (Green Thumb)

