

Thinking about

# Self employment?

An easier read guide to starting your own business

## 2. Getting productive





**Rapid Enterprise Development (RED) operates across the health, employment, disability and social care sectors to offer interactive and accessible approaches to the development of enterprise opportunities with and for disabled people. For more information about the RED business guides, training resources and strategic support packages, visit our website:**

**[www.rapid-enterprise.co.uk](http://www.rapid-enterprise.co.uk)**

**RED is part of Mutually Inclusive Partnerships:**

**[www.mutuallyinclusive.co.uk](http://www.mutuallyinclusive.co.uk)**

**(For RED Australia visit [www.redbiz.com.au](http://www.redbiz.com.au))**



# Introduction

The recent health crisis is changing the way we work. As a result, many people with learning difficulties are worried about their job or wonder if they will be able to get one in the future.

For some, the answer may lie in setting up their own business.

Self-employment can provide opportunities for people to use their skills and talents, create their own employment opportunities and have more control over how and where they work.



Thinking about self-employment? is a series of guides developed by Mutually Inclusive Partnerships as part of it's RED programme to help more disabled people explore self employment and small business ownership.

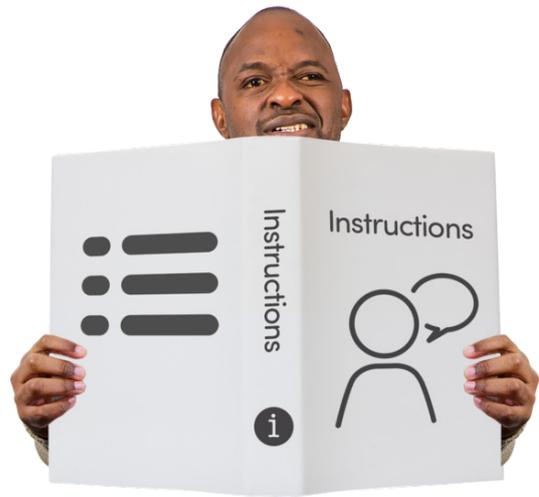
Of course, these short guides cannot cover everything and there may be more to think about if you decide that self-employment is something you want to explore further. More tools and resources are available on the RED website:

[www.rapid-enterprise.co.uk](http://www.rapid-enterprise.co.uk).

All business ideas take time to develop, but by making the journey to enterprise a more straightforward and enjoyable experience, we hope that the guides go some way to support more people consider this route to work.

# How to use these guides

These guides are designed to help you think about your business idea so you can see if it's likely to be a success.



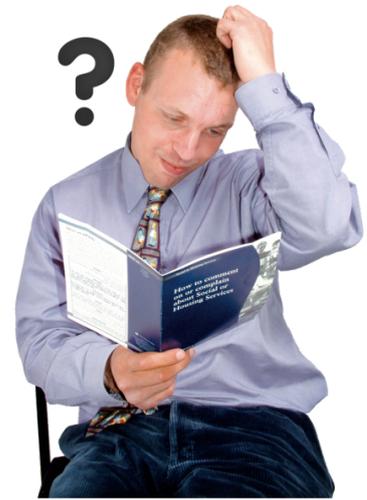
There are five guides in the series. Each one looks at an important aspect of running an enterprise:

1. Your business idea
- 2. Getting productive**
3. Money
4. Customers
5. Support



At the end of each section there is a worksheet to complete and questions to help you think about different aspects of your business idea. Later, these can be used as part of a business plan.

We have included pictures and tried to write in plain English. However, some business words might still be difficult to understand.



We have written these words in red. You can find out what these words mean at the end of the guide.

If you need some extra help you could look at the guides with someone from your family, a friend or a support worker.

Let's get started...



## Section 2. Getting productive

Now that you have had at least one idea for a business, there are a number of things to check that will help you decide if your idea will work in practise.



The next thing to think about is whether you can – or want to – make or do enough to make your business a success. This is sometimes called **productivity**.



Your idea might involve making your own **products** to sell, doing things for other people (a **service** like cleaning or admin) or selling things that other people have made.

**All of these take time so you need to make sure you can and want to do what is necessary. Working this out will also tell you if you have enough time.**

**Not everyone will want to work all the time or may have other reasons why their time is limited:**

- **Some people get tired if they do physical work like cleaning or dog walking so may not be able to work all the time.**
- **Others may get bored doing the same thing every day.**
- **People who think about converting their hobby into a business need to be careful that what they do doesn't stop being enjoyable.**



Many others though will be keen to work - and earn - as much as possible. Thinking about **productivity** will help you understand what you could do.

Remember that running a business means that you sometimes have to do things like banking and paperwork. These other tasks may mean you cannot work all day every day for the **customer**.



## What can you do?

On the next page, try to think about how much you can - and want to - do.

Think about what you have done before. It can be helpful to talk to other people about what they think. Better still, can you practise? Consider asking your job coach, if you have one, if there is some work experience that may give you more information.



Don't forget, that you'll need to split your day between making or doing your **product** or **service** and doing other things for your business.



**Top tip**  
make sure that  
your business idea  
involves spending  
time doing  
something that  
you enjoy

# Worksheet 2 - What can you do?

1. First of all, think about how much time you have available by listing what else you do in the week

	Morning	Afternoon	Evening
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

2. From this work out how many days you are available for work and write this in the box below

Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

3. Now think about how many hours you will work each day and write this in the box below



## Worksheet 2 - continued

4. Next think about your **product** or **service**

If it's a **product**, how many can you make in one day?



If it's a **service**, how long does it take to do each time?



Don't forget you'll need to allow for time to do other things like travel or talk to **customers**, selling things at a market or putting things online to sell.



Finally, using all this information, try to work out how many **products** you can make or **services** you can deliver in a week and write this in the box below.



This will help tell you how **productive** you can be. We will use this in the next section.

Hopefully you'll now have a good idea how your idea will work in practise.

If not, what could you change that would make things clearer? Don't forget developing self-employment opportunities takes time and some of your ideas may develop as you go along.

Either way, thinking about productivity is another step on the way to you setting up your own business.



Next, we need to have a look at the money side of things

## Business words used in this guide

**Customers** - the people who pay for your product or service.

**Product** - something you make to sell.

**Productivity** - is all about how quickly you can work or how many products you can make.

**Service** - something you do for other people.



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