



PERFORM  
ON  
TOP

# "Create your own job"

## CURRICULUM

Make money by doing what you love the most!  
Become self-employed  
Freelancer & Consultant



EUROPEISKA  
UNIONEN  
Europeiska  
regionala  
utvecklingsfonden

Paper  
work

Approvals

Admi-  
nistration

Administration

Matching  
skills

Examples

Taxes

Clients'  
needs

Where  
to start?

# "Create your own job"

Make money  
by doing  
what you love the most

 PERFORM ON TOP

Get  
your  
client

Unspoken  
Rules

Unspoken  
Rules

Ideas  
&  
actions

Strategic  
Networking

Tips

Personal  
Brand

Marketing and  
Reputation

Professional  
Identity

Client  
Hunting

Dos &  
Dont's

Unspoken  
Rules

Strategic  
advantage

# Make money by doing what you love the most!



**You don't need to start your own business to sell your services, take on assignments and getting paid. Umbrella employment is an easy way to make some extra cash or simply test you business idea - without the paperwork. Get going with Convoy Väst!**



Convoy gives people the chance to test their business ideas until they are ready to start their own company. Umbrella employment is a way to sell, market your services, find customers, get payed and learn more about running your own company - without actually starting one!

Convoy handles invoices, book keeping, taxes, your salary and keeps you insured. The only cost to use Convoy's online tool is 6.5 % of what you earn.



Thanks to Perform On Top and Coompanion's Leader financed project Convoy Väst, everyone who wants to try this service will also get access to free counseling, coaching and education to make sure their business is a success.

In a series of workshops you will learn how to choose your target group, find customers, how to make a profit, how to market your services, what kind of business forms there are and much more!

# COURSE CURRICULUM



## MEETING 1:

Want to become an independent consultant, a successful freelancer or start a small business?

**Let's talk about where and how to start?**

At this meeting we will talk about **how you:**

- identify who is your potential client
- identify what are the exact needs of your potential client
- match own skills with specific needs of a client

## MEETING 2:

Well, now you know who is your potential client, what exactly they need, how your skills are aligned with their needs. What's next?

**Let's talk about how to position your products/services on the market?**

At this meeting we will talk about **how you:**

- find own USP (unique selling points)
- translate own ideas into a ready to use product
- where to get inspiration and feedback
- create personal branding strategy

## MEETING 3:

Okay, you have done market search, the product is ready.

**Now how to actually reach out to your clients?**

At this meeting we will talk about **Client hunting - how do you do that?**

Conversation with current successful consultants and their experience.

## MEETING 4:

Legal/administrative aspects of freelancing/consulting/small business.

**What to think about before you start?**

At this meeting we will talk about:

- ◆ administration ◆ taxes ◆ permissions ◆ approvals
- ◆ paper work ◆ DOs and DON'Ts ◆ examples ◆ what we don't know but have to know.

**It's not at all - we'll help and support you! 😊**