

# Your presenter

This business planning CD is presented by experienced business consultant and trainer Gordon Cramer.

In his 30 years in business, Gordon has worked with many of the worlds largest companies including IBM, Hewlett Packard, Canon, Tiffany's, Harley Davidson, Ford Motor Company, General Motors, Cadbury, Price Waterhouse Coopers, Kellogg, Woolworths, Coles, Amway and leading independent grocery cooperatives.

Gordon is highly experienced in the preparation of business plans both for his own businesses and for hundreds of business owners around Australia.

His background also includes working with start up companies and the preparation and presentation of detailed plans for Venture Capital. He has also written plans for the world leading Palo Alto Business Planning Software company.

Gordon holds Professional Certification in e-marketing including SEO, email marketing and search marketing, and was a charter member of the e-marketing Code of Practice Committee established by the Australian Communications and Media Authority.

It's a very exciting time when you decide to start your own business.

There is so much to do and so much to learn. But the big question is....**where do I start?**

There is no doubt that working for yourself brings some amazing rewards—not all of which you would count as financial.

For example if you elect to work from home, the benefits from the family perspective alone can well and truly outweigh perhaps a higher income offered by an employer.

However, there are some pitfalls you should be aware of before starting your own business and this CD explains this to you in a straightforward and easy-to- follow manner.

The CD and its partner **Survive and Thrive—Business Planning Course** are available for purchase online for only \$49.95 each. The twin pack is available for \$59.95.

Find out more on our website:

[www.businessandemployment.biz](http://www.businessandemployment.biz)  
or FREECALL  
1800 709 552

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# Starting Your Own Business



A comprehensive CD presentation on how to prepare your own business plan.

Whether you own an existing business or you're just starting out, you'll find this CD an excellent planning tool.

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## Starting Your Own business

There are quite a few things to consider and put in place if you want to give your business idea the best possible chance of success and have it develop into a real money making venture as well as a long term asset.

If you haven't had any experience in business before, this CD save you hours of research and provide you with a resource that you can continually refer to as your business develops.

To assist you in the process we have compiled several short tutorials that include hints, tips and tricks in starting up. There's also some handy links for further information to help start you off on the right foot.

All the information is portrayed in a very aid easy-to-follow format in plain English. No jargon!

## What Will I learn?

Good question!

On this CD you will find answers to numerous questions—real FAQs from people venturing into the business world for the first time.

Here's just some of the topics covered:

- Should you build your business from scratch or is it better to buy an existing one?
- How will you grow your business idea?
- How to choose a suitable, and available, business name.
- Where should you locate your new business?
- What about copyright and trademarks and how to protect your business idea.
- Top ten start up mistakes.
- Top ten tips for success.
- Working from home.

All of these and a whole lot more are covered in this valuable and insightful CD.

## Where can I find out more?

Business & Employment  
175 Collins Street  
**Hobart Tasmania 7000**

Business & Employment  
45 Best Street  
**Devonport Tasmania 7310**

Business & Employment  
53 Canning Street  
**Launceston Tasmania 7250**

For more information on services offered by Business & Employment contact us directly

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Or online

[www.businessandemployment.biz](http://www.businessandemployment.biz)

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*“We are in the business of helping small businesses to succeed. We provide information and advice as well as relevant and practical low cost or no cost workshops and events”*