

How can you benefit from this course?

- The programme is based in the real world, is easy to follow and practical
- You will be highly focused on each part of the programme
- You will discover what is really important to successfully start & run your own business
- You will be encouraged to actively work on your business
- You will translate every course element immediately into achievable actions
- You will be part of a network of like-minded people who motivate and inspire each other
- You will save time and money

What is your investment?

- You are highly motivated to engage in an intensive and challenging process
- You are willing to share your own experiences
- You are a team player
- You need about 2 – 3 hours per week to work with the new material on your business
- Course fee is £ 249
- Cost of telephone calls

How does a telephone conference work?

A telephone conference offers an opportunity to be on the same line as many others. At the appointed time you will dial the number we have sent you. With your password you will be able to enter the conference line. There somebody will greet you and explain the telephone conference etiquettes to ensure smooth interaction.

Where can you find out more?

You can take part in one of our free* taster sessions.

For dates and topics go to www.erfolgreichepraxis.com where you can register for a taster session or email:

Annaliese@fivestartraining.co.uk

We will then send you the telephone number and your personal access code for the conference line.

* you only have to pay for the cost of the telephone call

If you have further questions contact either:

Annaliese Boteler **07930 482184**

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www.erfolgreichepraxis.com

From business idea to market in 100 days



A course for entrepreneurs with drive and acceleration

Who should take part?

You provide services in:

- consulting
- coaching
- nursing
- sport
- teaching
- training
- alternative therapy
- public speaking
- creative fields
- arts

You want to build a part time or full time business

You have a business idea you want to test

You are in the first 18 months of your business start up but something seems to be missing – perhaps a clear structure you can work through

You are a sole trader but work better with a supportive team around you

You are a perfectionist and somehow it is hard to get going

'100 days from from business idea to market' provides you with the impetus to focus your commitment and enthusiasm on your business and actively work on it. The course is run via telephone conferences which saves you time and money – it is a tried and tested training method. You visit the course from any telephone, so you can be based anywhere. If you have never experienced this way of learning, try it out in one of our taster sessions.

We are looking forward to meeting you!

What will be covered in the course?

Develop your business idea:

- **Introduction** - *Every journey begins with a single step*
- **Inventory** - *Future is learned past and the present overcome*
- **Vision and Goals for your business** - *Goals are dreams with a deadline*
- **Overcoming Obstacles** - *Obstacles are these intimidating things you see when you take your focus off your goal*

Market your product:

- **Marketing** - *Show yourself so I can buy from you*
- **Self-promotion** - *The exclusive brand 'I'*
- **Acoustic business card** - *Be pro-active and talk about it*
- **PR** - *Public Relations that work with your personality*

Be a successful entrepreneur:

- **I - the successful entrepreneur.** *Whether you believe you can do a thing or not, you are right*
- **Support and Network** - *You cannot tie a knot with one hand*
- **Changing perspectives** - *The difference between a mountain and a mole hill is your perspective*
- **Summary** - *Pessimists always see the end, optimists the beginning*

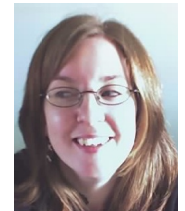
What is included?

- 12 weekly telephone conference calls
- of 60 minutes

- a step by step program
- weekly tasks which focus you on working on your business
- group coaching
- course materials
- email support

Who runs the course?

Annaliese Boteler
Business Trainer



I have been self-employed since 2004 and am only too familiar with the excitement as well as the challenge of working for yourself. My most important tip is to talk to as many people as you can about your idea or business.



Doris Stahl
Business Coach & Entrepreneur

I started my own business in 1998 and have never looked back. What I still enjoy most is the total control I have over my working day. My favourite advise for anybody going it alone: Build up a network of people who are positive and will support you.