

Starting your Business in a Digital World

Do you want to start your own business? If so, this highly engaging programme will give you the edge!

Combining two qualifications, Creating a Business Start up with a Digital Promotion for Business we will get you prepared to set up and promote over a two week period starting on the 24th May 2021.

We will teach you how to

- **Know the initial steps for a business Start up**
- **Understand the legal and financial considerations for a business start-up**
- **Develop a business plan**
- **Market your business including**
 - **Digital Promotion**
 - **Understanding Search Engine Optimisation**
 - **Understanding Social Media and making an impact**

This Programme is delivered over 2 weeks, Monday 24th May to Friday 4th June (not including Monday 31st May) via interactive Zoom sessions, workbooks and 1-2-1 specialist support

You will need access to a laptop/PC, Zoom and Microsoft Word

If you want to book onto a course or require further information, please contact us at info@thelightbulb.net or call 01268 270648

This course is delivered in partnership with Twin Employment and Training with funding through the European Social Fund and Skills Support for the Workforce or for the Unemployed.

To qualify you must be 16 before the 31st August 2020, have a business idea, be unemployed and claiming benefits, or be under threat of redundancy. If you are employed, you may be able to access this funding through your employer so please contact us to discuss this further.

Do you want to start a business where you are confident that:

- You know your target market and how to reach them
- You can set out your business objectives
- You can use digital marketing to increase revenue
- You know the legal and financial needs
- You have the brand clearly defined