

The Skills You Need Guide to

SELF-EMPLOYMENT AND RUNNING YOUR OWN BUSINESS

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Skills You Need

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“IF YOU CAN DREAM IT, YOU CAN DO IT.”

Walt Disney

This eBook is on the skills needed for leadership and management. Unlike our other eBooks on this subject, however, it focuses on the skills required to lead and manage your own business, whether that business is just you providing services, a national or international franchise, or a business idea that you wish to bring to market.

It is designed primarily for those thinking about or just starting out in self-employment. Established entrepreneurs may also find some useful ideas, but they are likely to get less out of the book as a whole since much of the content relates to setting up a business.

Introduction

Entrepreneurs, freelancers and self-employed people work for themselves.

They own or run their own business, which can be anything from a simple one-man band providing services such as dog-walking, decorating, or professional services, right up to a company established to produce and market a new piece of technology developed by the owner.

Entrepreneurs and self-employed people are likely to share some common traits and skills. For example, they are often very self-disciplined, and happy to turn their hands to a wide range of tasks. Although they may well have leadership and management skills, they also have other skills that may be less important for those working in large organisations under contracts of employment.

This eBook describes some of the skills required for self-employment and entrepreneurship, and explains how you can develop them.

**The full eBook
is available at
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