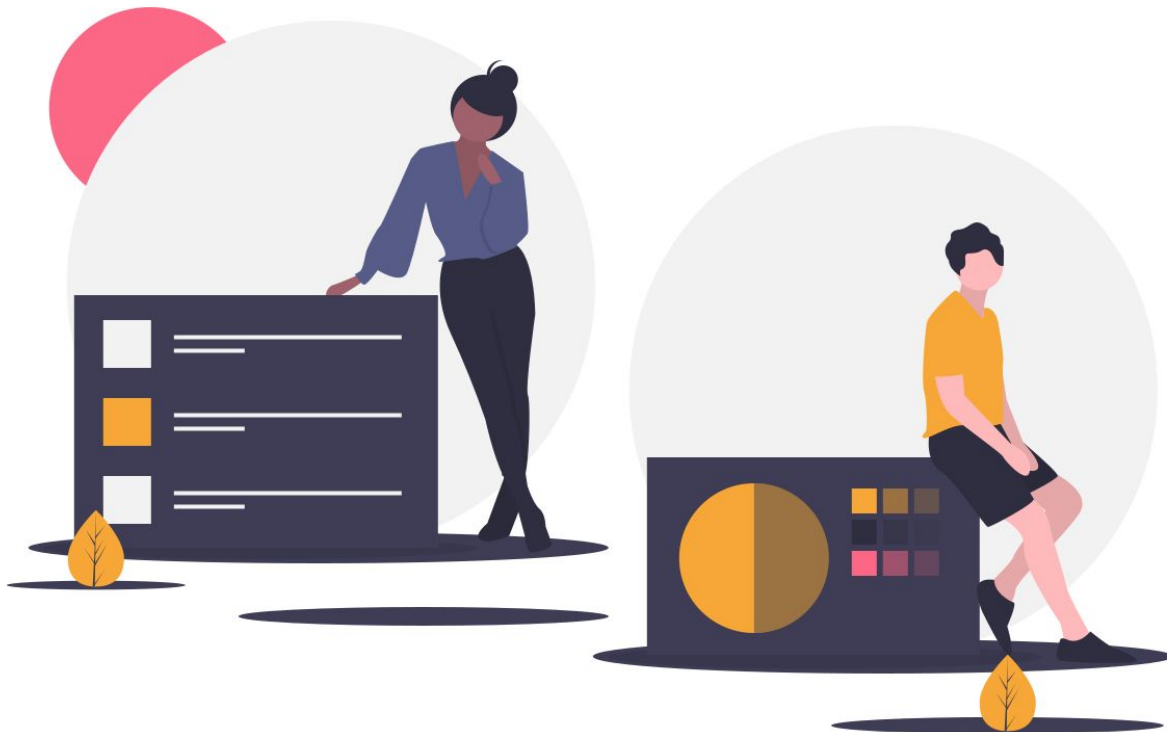




BUILDING A BUSINESS IN BRITAIN

FOUNDATION GUIDE



Welcome to

Building a Business in Britain

Foundation Guide

Hello 🙌

Here Is Your Personal Support Foundation Guide

We are here to help you succeed and we are very excited to start working with you, to help you get settled in the UK and to get your business going.

We have developed this guide to provide you with some useful information in those areas of support you may need the most.



Your Journey Starts Here

and we are with you every step of the way.



Module 1

Settling into
the UK



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Module 2

Business
Basics



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Module 3

Brand
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Module 4

Growing
your
Business



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Module 1



Module 1 will cover important areas you will need to settle in the UK.

Action 1: [Where To Locate](#)

Action 2: [Renting & Utilities](#)

Action 3: [Enrolling In Schools](#)

Action 4: [The NHS](#)

Action 5: [UK Travel](#)

Action 6: [UK Language](#)

Action 7: [Home & Business Insurance](#)

Action 8: [Personal Bank Account](#)

Action 9: [INSIGHT](#)



Action 1: Where To Locate

Home

Picking an area to live in isn't just about your budget, it's also about finding somewhere that suits your lifestyle & your family's needs.

Think about transport connections - if you live near a train station, have good access to a motorway and aren't too far from an airport, the housing area will be popular. The downside is that the better connected you are, the more noise pollution you get.

Before you buy, check the location of the flight path, the nearest motorway and the prevailing wind direction, as sound will travel with the wind.

Go for areas with useful amenities - a good area will have great shops, restaurants and cafés. To spot an up-and-coming location, look for changes in retail space – if you see that a greasy spoon cafe has been turned into a trendy coffee shop or a run-down boozier has become a gastropub, that's encouraging.

Check with the local planning department to find out if there are any promising plans for the housing area's future.

Opt for places near lush green spaces - if you live in a town, make sure there are places where your children can play safely. Many people work in offices, so the chance to live near nature is important.

Schools - check which local school would suit your family best.

Hospitals - is there a quick route to your nearest hospital?

Read Zoopla's best places to live in the UK [HERE](#)

Search for properties in the UK with Zoopla [HERE](#)



Action 1: Where To Locate

Business

In order to decide the best place to start your business, you should consider key location factors such as;

Do you need an office? - lots of small businesses and startups often work from their home to start with. Most meetings, courses and other work can mostly be done online.

Passing trade - depending on the nature of your business, the amount of passing trade can have a huge impact on the success of your venture.

Competitors in the area - although some businesses, like estate agents, can benefit from being located in a cluster of similar businesses, for many others having too many close competitors can have a severe impact on sales and profitability.

Transport links and parking - good public transport links and local parking facilities make it easier for employees and customers who don't live within walking distance.

Planning restrictions - make sure you check whether you're allowed to use the premises for the purpose you have in mind.

Rent & services charges - these can vary greatly, depending on the location and type of premises you choose. If you enter into a long lease arrangement, ensure that you have an option to exit the lease at certain points. [Forbes Renting Guide](#)

Business rates - these can add greatly to the ongoing costs of locating in a particular area, which may make the premises less desirable from a cost point of view. [{see estimate your rate bill}](#)

Local amenities - employees generally prefer working in areas with good local facilities, and you may need to make regular trips to the bank or a postal depot.

What sort of area it is - the image of your business may well be affected by the nature of your location.



Action 2: Renting and Utilities

Moving to a new home is one of life's most stressful events but moving into rented accommodation can throw up all kinds of additional problems. Read the attached blog for everything you need to know about finding a rented property and setting up your utility bills.

[Read blog here](#)

Action 3: Enrolling in Schools

If you are not sure where to start in the school application process the guide below will give you a detailed overview on how to apply for a school place across England, Scotland, Wales, and Northern Ireland - as well as links to plenty of other helpful resources.

[School Admissions Guide](#)

Action 4: Using the NHS

The NHS stands for the National Health Service. It refers to the Government-funded medical and health care services that everyone living in the UK can use without being asked to pay the full cost of the service.

A GP is a general practitioner, also known as a family doctor. GP surgeries are usually the first contact if you have a health problem. They can treat many conditions and give health advice. They can also refer you to other NHS services.

- How to get a National Insurance number - [NI Number Application](#)
- How to register with a GP - [NHS Register Guide](#)
- Find Your Local GP - [Local NHS GP](#)

For all information on the NHS visit <https://www.nhs.uk>



Action 5: Travel

Luckily the UK is small compared to other countries so navigating your way around isn't a big issue. There are national trains, buses, motorways & airports that can lead you to wherever you want to go.

Apps to download for UK travel

- Trainline - [Apple](#) or [Android](#)
- Citymapper - [Apple](#) or [Android](#)
- Uk Bus Checker - [Apple](#) or [Android](#)

If you're located in London "the Tube" is the quickest and easiest way to get around London. You can also get round the city by Boris Bikes, Buses or a Taxi service

Apps to download for London Travel

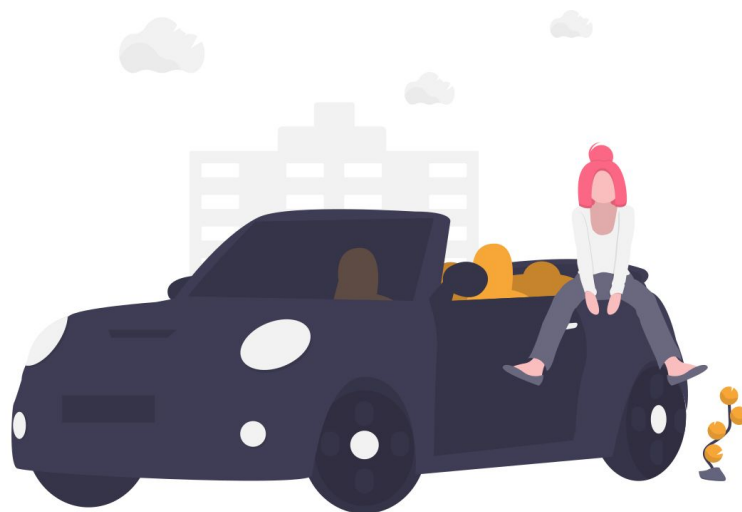
- Transport for London Go - [Apple](#) or [Android](#)
- Tube Map - [Apple](#) or [Android](#)
- Santander Cycles - [Apple](#) or [Android](#)

Driving in the UK

You can drive in the UK for up to 12 months on a licence issued in a 'designated country.' After this period, you must exchange your licence to keep on driving. You can exchange it up to five years after becoming a UK resident (if it hasn't expired) without having to retake your driving test.

Read full Guide [HERE](#)

Use this tool to see if you can drive in Great Britain with your non-GB driving licence

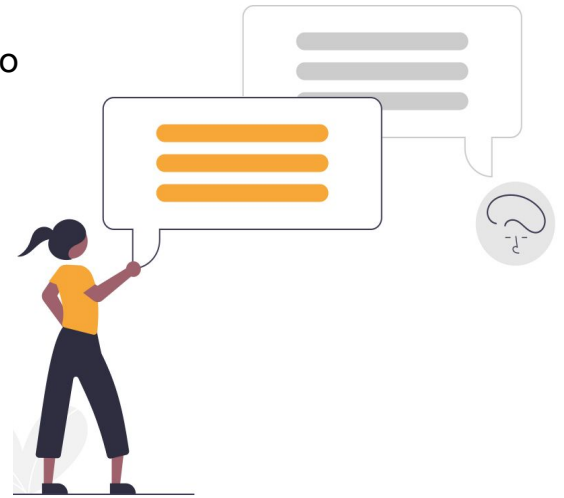
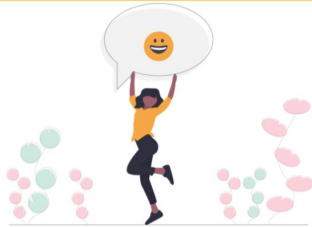


Action 6: Language

Moving to a new country is challenging at the best of times, and then having to think and speak in a new language adds a whole new level of 'arghhhh'! Plus when you hear the many dialects and accents across the UK, you may begin to wonder exactly what language people are talking.

So here is a basic guide to help.

Language Guide



Kellie Noon



Moving your family to a new country with a different culture is a life changing step. That's why we work with the fabulous [Kellie Noon](#) from Onno Training - to help you understand the major differences between the country and culture you are so used to, and the UK.

Kellie has prepared a series of introductory videos for Innovator International which are now available on our INSIGHT platform. Kellie will also be available through the Marketplace to help you develop your "Business English" skills, and even to offer support to your family members if they require assistance getting used to the culture or language.

View Kellie's videos here



Action 7: Home & Business Insurance

Innovator International is partnered with Hiscox Insurance

Hiscox offers tailored insurance solutions to help you across all areas of your life, from business to home. As an Innovator International member you are entitled to a 10% discount on their award winning insurance cover.

Click either logo to find out more



- Unlimited Home Insurance cover
- Accidental damage for your buildings and contents
- Contents Insurance covers individual items or sets up to £15,000 as standard
- Dedicated claims handler
- Exceptional claims service



- Professional indemnity Insurance
- Public liability Insurance
- Product liability Insurance
- Employers' liability Insurance
- Cyber and data insurance
- Freelancers and sole traders
- Commercial property insurance

Action 8: Your Personal Bank Account

High Street Bank or Challenger Bank?

There are lots of banks on the market, including the traditional 'High Street' banks and the new, online 'Challenger Banks'. Many people are switching to challenger banks, as it's easier and quicker to open an account and transactions fees are cheaper, particularly for international payments and transfers. One example of a challenger bank is Wise Bank who offer competitive transfer fees with no monthly fees

Click this logo to find out more



Action 7: INSIGHT

INSIGHT is our community platform and will form a crucial part of your journey in the UK. Our community is the heart of what we do. It is a thriving community powered by the strength of our international entrepreneurs. While we may have designed it, it's not about us - it's about you and people just like you who pull together to help each other succeed.

Click & explore everything INSIGHT has to offer here.



MY DOCUMENTS



MEMBERS



NEWS & STORIES



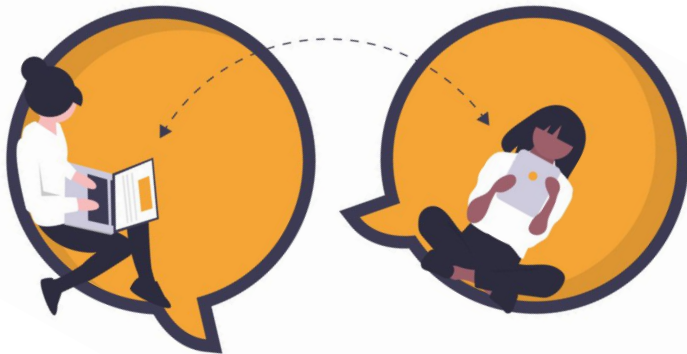
SUPPORT



EVENTS



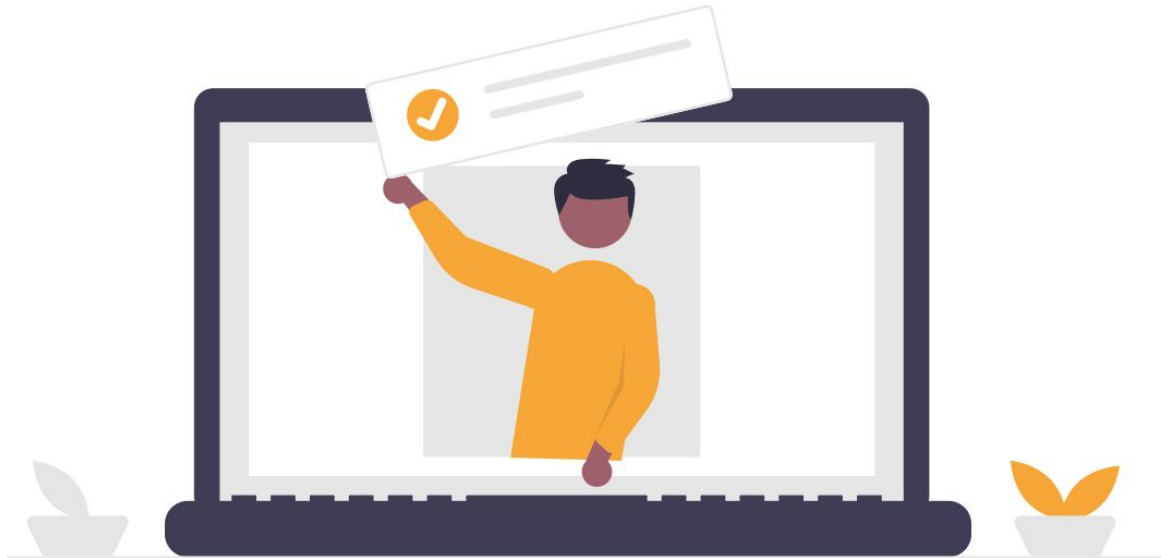
MARKETPLACE



COMMUNITY LIVE CHAT



Module 2



Module 2 will cover basics of setting up your business in the UK. It is important to have basics ready before your business takes off.

Action 1: [Companies House UK](#)

Action 2: [Business Bank Account](#)

Action 3: [Choosing an Accountant](#)

Action 4: [Business Cash Flow](#)

Action 5: [Company Director Responsibilities](#)

Action 6: [UK Tax & HMRC](#)

Action 7: [How to Pay Yourself](#)

Action 8: [Company Expenses](#)



Action 1: Registering With Companies House UK

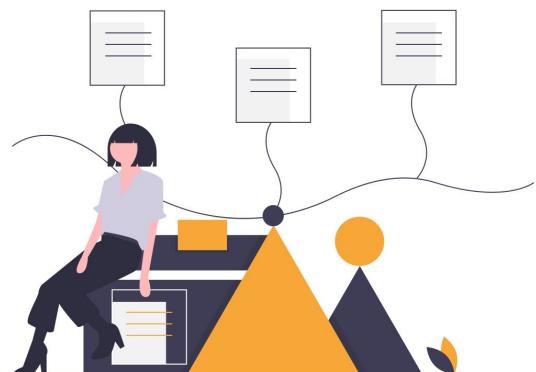
It's now really easy to register a company – long gone are the days when you had to file paper forms, wait weeks for approval and pay a princely sum for the privilege.

Whilst you can register a company yourself, we would recommend this is done via your accountant, primarily to ensure this is done correctly and to avoid any future problems.

Here are some top tips to remember when registering your company!

- **Use your Accountant**, you can register your company yourself but it can get very complicated. Some of the information you input now may affect your business later on. An accountant will take you through step by step all the legalities of registering a business.
- **Company Name**, Chose a unique name and not containing any sensitive words, you should also check your name options for your social media accounts, to see if this name is available on different platforms. www.namechk.com is a great website for this!
- **Company Officials**, To form a company, you must have at least one director.
- **Share Structure**, You need to decide how the shareholdings in your new company are apportioned, your accountant will help you with this.
- **PSC Register**, All companies must now keep a record of all 'People of Significant Control'
- **Standard Industry Classification (SIC) Code**, each trade/industry has a unique SIC code to identify what a business does. You can browse the full list [HERE](#)

Click here for the government website on all the information you need and to register your company online



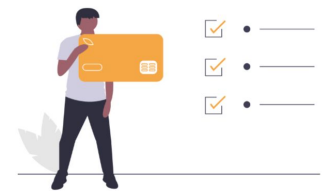
People who can help you - [FINTON DOYLE](#).



Action 2: Your Business Bank Account

Now you have created your personal bank account it is time to look at your business bank options. There are many bank accounts to choose and Picking the right account for your business can be a minefield, but we've made it easy for you to find the best perks, the lowest fees and the cheapest overdraft charges.

Business Bank Account Guide



What we recommend

Wise banking is a new challenger bank. They offer a great option for businesses making transactions around the world and holding money in different currencies. It can save your business plenty of money with its renowned low-fee transfers for paying freelancers, contractors or importing from overseas.

Pros

- **No recurring fees**
- **Easy invoicing**
- **Free debit card**
- **Transparent money transfers**
- **Spend in any currency**
- **Receive money with low fees**

Cons

- **2% fee for ATM withdrawals above £200**
- **£16 one-off fee to start receiving money**
- **Wise card not available in many countries**



Action 3: Choosing an Accountant

We recommend all businesses to appoint an accounting firm as soon as you can. They can help you to put proper systems and procedures into your business from day 1. They can provide you with some very important guidance and support, including personal and business tax, setting up your accounts and an invoicing system, receiving and paying VAT, the list is a long one.....

Innovator International's accountants are Finton Doyle. They offer a full range of support services to make your business life easier, including; intellectual property matters, financial planning and tax planning Finton Doyle offer discounted services for all Innovator International members.



It's important to take the time to do this carefully, and there are a few things you'll want to consider first. Here is a quick guide from XERO on choosing the right accountant.

[XERO Accounting Guide](#)

Accounting Software

Whilst it's not necessary to use accounting software from day one, there are lots of benefits if you do. For example, software can help you to manage your finances more efficiently including creating professional invoices, keeping control of who owes you money, managing your VAT and lots of other exciting stuff :-). Please ask your accountant which software they are familiar with and they can help to set up this properly for you - and even do the accounting for you if you don't want to.

Here is a guide to choosing an accounting software that will suit you and your business

[Best Accounting Software Guide](#)



Action 4: Your Business Cash Flow

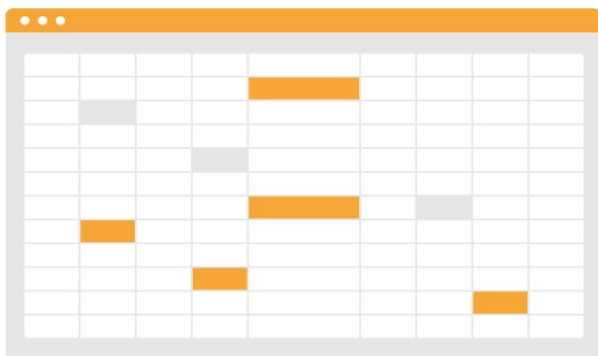
A main reason why business fail is because they simply run out of cash! You need to monitor your cash in and cash out on a very regular basis and you can do this by creating a simple cash flow spreadsheet. Alternatively, there are lots of cash management apps available, but it's perhaps best to keep it simple in the early stages of your business.

Remember the 3 most important things in business:

1. **Cash**
2. **Cash**
3. **Yep, you've guessed it, cash**



There's a huge difference between profit and cash - don't confuse the two. For example, you can deliver a great project for a client at an excellent profit margin, which all looks good on paper. But if you don't get paid as quickly as you'd hoped - this can cause cash flow problems for you and your business.



[Click to download 'Daily Cash Flow' template](#)



[Click to watch 'Managing Your Cash' webinar](#)



Action 5: Responsibilities of a Company Director

By now, you may have registered your business so it's official – you're a Company Director. Many congratulations!

Whether your business entity is large or small, you have now taken on a number of significant legal duties associated with being a director.

Your responsibilities to Companies House

As a director, you're legally responsible for running the company and making sure information is sent to Companies House on time - this includes:

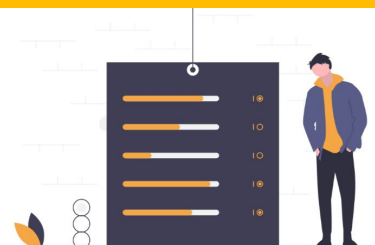
- The confirmation statement
- The annual accounts, even if they're dormant
- Any change in your company's officers or their personal details
- A change to your company's registered office
- Allotment of shares
- Registration of charges (mortgage)
- Any change in your company's people with significant control (PSC) details

In most cases your accountant will support these things day-to-day, but you're still legally responsible for your company's records, accounts and performance – so whilst your accountant will prepare everything, it's your signature that confirms the accuracy of the statement.

There are 7 statutory duties in total, and these outline what being a company director is all about.

Read the 7 rules here →

Responsibilities as a Director 7 Rules



Action 6: UK Tax & HMRC

Income Tax

Income tax is a tax levied directly on your personal income. To put it simply, income tax is the tax on your earnings. Once your earnings go above your stated [personal tax allowance](#) you must pay tax on the following sources of income:

- Income from employment
- Income from pensions
- Interest on savings
- Rental income
- Employment benefits
- Income from a trust

By law, taxpayers must file an income tax return annually to determine their tax obligations.

Corporation Tax

Corporation tax is a tax on the profits of a Limited business. The taxes are paid on a company's taxable income, which includes revenue minus [cost of goods sold \(COGS\)](#), [general and administrative \(G&A\) expenses](#), selling and marketing, research and development, depreciation, and other operating costs.



People who can help you - [FINTON DOYLE](#).



Action 6: UK Tax & HMRC

VAT

VAT stands for Value Added Tax and is a general tax placed on almost all goods and services sold. The simple principle behind VAT is consumers pay a tax on the products they buy based on the value of the product. VAT rates are percentage based, which means the greater the price, the more the consumer pays.



PAYE

Pay As You Earn (PAYE) refers to a system of income [tax withholding](#) by employers. In the context of taxes, Pay As You Earn requires employers to deduct income tax — and in some cases the employee portion of social insurance benefit taxes — from each paycheck delivered to employees as a form of advance payment on taxes due.

Read about how and when you should pay your taxes is this guide



PAYING YOUR TAXES




People who can help you - [FINTON DOYLE](#).



Action 7: How To Pay Yourself

If you run your business through a limited company you have two roles – one as the owner or *shareholder* of the company and one as the manager or *director*. On a day-to-day basis the roles are one and the same, but when it comes to company law they are completely different, and this is what counts when it comes to paying yourself.

Read more is this how to guide 



Action 8: Claiming Expenses

There is one basic rule when claiming expenses for your business:

The expenses must be incurred *wholly and exclusively* for the business and no other purpose. This simply means that if the expenditure relates to the business you can claim it, and if it doesn't you can't.

Sounds simple when put like that, but in reality there are times when you incur costs that can be for both business and private use. For example, if you work from home then some of your household bills will have a business element, but how do you measure this? Or when you fill your car up, how much of the petrol is work-related?

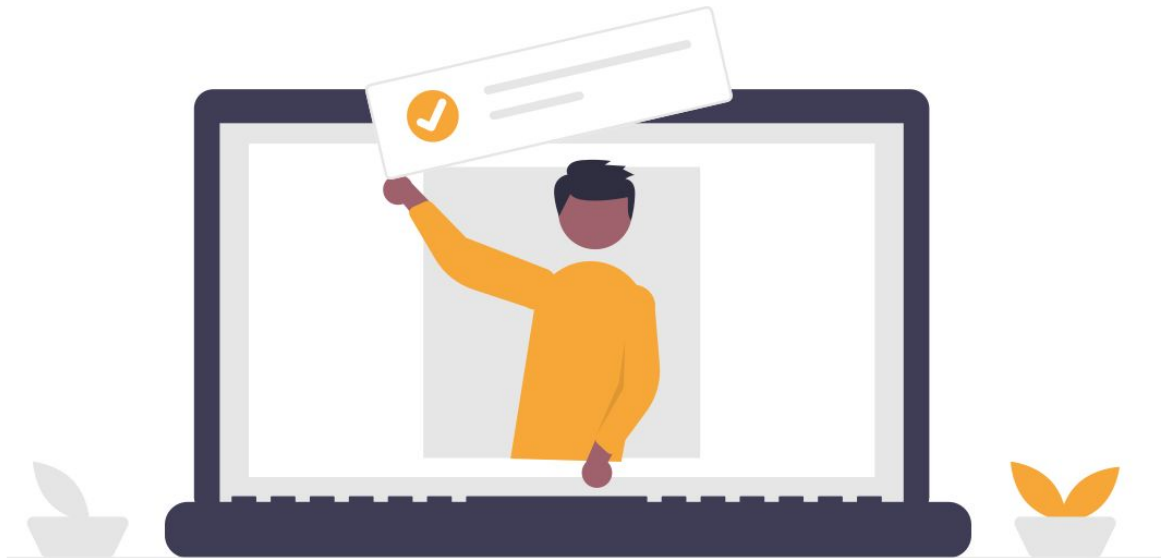
In situations such as these HMRC allow you to make a reasonable apportionment. So with the working from home costs you would typically use a time-apportionment (so many hours business, so many private) to split out the allowable cost.

The main point is to remember to claim everything you can think of that has a business use. The more you can claim against your profit, the lower your tax bill will be! So if you do a weekly shop and pick up some bits and pieces for work, don't forget to record those items of expenditure in your accounting records.

People who can help you - [FINTON DOYLE, GRAHAM NIVEN](#)



Module 3



Module 3 will cover the basics of developing your brand for the UK. A very important part of your business and crucial to get absolutely right. We have lots of companies on our [Marketplace](#) which can assist you in creating your perfect brand.

Action 1: [Setting Your Goals](#)

Action 2: [Your Ideal Customer](#)

Action 3: [Value Proposition](#)

Action 4: [Website Construction](#)

Action 5: [Digital Marketing](#)

Action 6: [Social Media](#)



Module 3: Brand Development

Action 1: Setting Your Goals

Why are you setting up a business – what is your mission – how did you come up with your business idea? Is it...

- To improve the environment
- To relieve suffering
- To educate
- To build a future for your family
- To work for yourself
- To be creative
- To make money
- To bring peace
- To bring joy
- To bring glamour
- To bring efficiency
- To make something easier
- To make something quicker
- To improve peoples / animals health

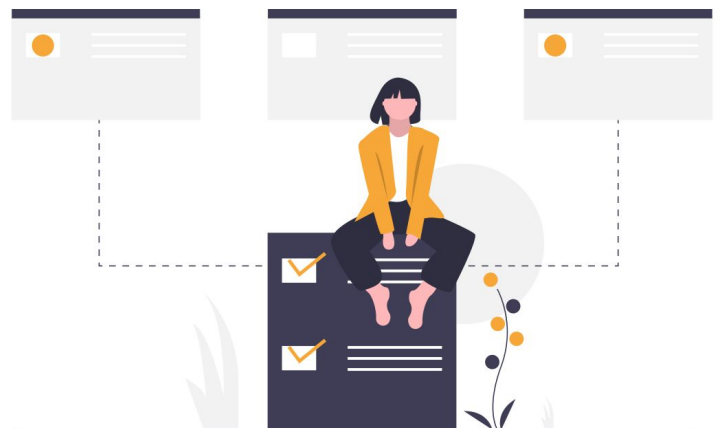
All of the above are valid reasons to set up a business, and will have been a motivator for someone who is currently running a successful business, but there will be many more, as many reasons as there are businesses.

Can you now expand that reason to explain how your product will deliver on that goal?

For example, to bring peace – creating an app that supports couples through the divorce process, will reduce the stress of divorce for the couple and their nearest and dearest

or

To bring Joy – a service that support new parents, helping them through the first months of parenting, allowing them to enjoy their new born, and relieving them of the unnecessary pressure on their choices.



People who can help you - [FORWARD THINKING, SALES GEEK](#)



Action 2: Marketing To Your Ideal Customer

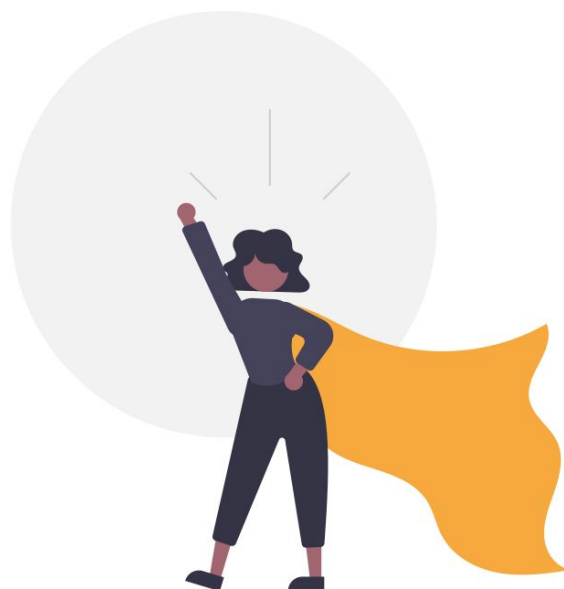
You need to identify your customer – the person who is going to pay for your product or service. So it's time to find out a little more about them. Think about the following questions to identify who your ideal customer is, and how you can market to them.

- How old are they?
- Job? (is your business aimed at a specific industry or profession, or level of leadership / management, or are they a service provider themselves?)
- Hobbies? (Are they all nature enthusiasts, crafters, base jumpers, or beekeepers?)
- Income? (How much disposable income do they have to be able to afford your product / service – you'll have to make some assumptions here)
- Ethnicity (is your product / service aimed at supporting a particular group, e.g wedding planning for south Asian couples)
- Health issues / awareness (are your customers all suffering with a specific or general health issue?)
- Do they have responsibilities? (e.g. children / pets)
- What TV are they watching?
- What apps have they got on their phone?
- Where do they hang around?

It is equally important to understand what your business is doing for them. If they were stood in front of you and you had one shot at convincing them to spend their money with you, what would you say?

This is an important action to dive in deep and really create your ideal customer. Then you can create a brand that reflects who they are and what they want, and how your business gives them that.

If you know what they already like, you can ensure your brand fits, that your brand will appeal to them and that they will take notice and get curious about what you have to offer.



Action 3: Value Proposition

If your customer was stood in front of you and you had one shot at convincing them to spend their money with you, what would you say?

What are you going to do for them? It might be they have a problem that you can solve, or maybe an aspiration, dream or idea you can help them realise, all they have to do is spend their money with you.

Are you going to make them happier, safer, wealthier, more glamorous, faster, cleaner, help reduce their environmental impact, improve their revenues or reduce their costs?

For Example

A landscape gardener isn't going to say – I'll dig and shift some mud, and do some planting. They'll say something like "I'll create you a haven to relax and unwind, a retreat in your own back garden, where you can de-stress, and recharge every single day."

Put simply this is the value you are promising to add to your customers life. Understanding what your product or service will do for your customers is key to your communication.

If you are entering an already busy market, you will need to consider what makes you different from your competitors, what's the reason the customer should choose you over the others. This is often called **your USP** – Unique selling point. But remember unique isn't always good, being useful is number 1. If a brand can't offer the market a reason to choose or buy the product of the brand, the brand won't stay around for long.

Now you need to know what influences buying choices.

Are they price sensitive, are they social climbers, are they successful business people in their own right, maybe they're scientifically minded, maybe they're academic, or vulnerable in some way?

Considering the world from their perspective will help you get your product or service in front of them in a way that ensures they will take notice!



Module 3: Brand Development

Action 4: Website Construction

Often your website is your companies first impression to your customer. 75% of web users make judgements about a company's credibility based on their website design. It only take them 0.05 seconds to decide whether they want to continue with your service. DESIGN IS IMPORTANT

WEBSITE CONSTRUCTION GUIDE



Action 5: Digital Marketing

No longer can you rely on traditional advertising alone to promote your business.

In this guide we will cover a wide range of digital marketing services, such as search engine optimization (SEO), search engine marketing (SEM), content marketing and much more.

Once you grasp the basics of these digital marketing services, you can overcome many challenges between you and your goals.

DIGITAL MARKETING GUIDE



Action 6: Social Media

Social media marketing requires both strategy and creativity. While it may seem overwhelming, its importance cannot be overstated. It's so important that 97% of marketers are using social media and 78% of salespeople outsell their peers by using social media for their business.

It's benefits extend far beyond increasing sales. Read our guide to see why having a social platform is a strong investment to your business.

SOCIAL MEDIA GUIDE



People who can help you - [HESFORD MEDIA](#), [COLOURFUL DOVE](#), [21 DIGITAL](#), [BIRD](#)



Module 4



Our last module of this guide will cover how you will progress your business and start to plan its future success.

Action 1: [Securing Funds & Finance](#)

Action 2: [Employing People](#)

Action 3: [Intellectual Property](#)

Action 4: [Sales Geek Course](#)

Action 5: [Success GPS](#)

Action 6: [Looking After Yourself](#)

Action 7: [Your Next Steps](#)



Action 1: Securing Funds & Finance

If you're an entrepreneur who's looking to grow and scale, you might want to look into funding your startup business.

Surveys show that a lack of capital is one of the most common reasons why small businesses fail. Apple, Google, and Amazon all started as small startups and grew to business giants thanks to funding.

Getting funding is not easy and can be a very long, hard process. Start-ups have numerous options to secure funding, including; angel investing, crowdfunding and venture capital as some of the relatively new opportunities.

Below we have listed three options which you can explore if your start-up requires funding.

Innovator International are members of the UK Business Angels Association. UKBAA are a non profit organisation and are the largest national trade association for angel and early-stage investment. They represent over 650 members that collectively deploy in excess of £2bn per annum.



You can read more about UKBAA [HERE](#)

A Start Up Loan is a government-backed personal loan available to individuals looking to start or grow a business in the UK. All owners or partners in a business can individually apply for up to £25,000 each, with a maximum of £100,000 available per business.



You can read more about Start-up loans [HERE](#)

Funding Circle is accredited by the Government-owned British Business Bank to provide business loans of £25,001 to £350,000 under the Recovery Loan Scheme (RLS)



You can read more about Funding Circle [HERE](#)

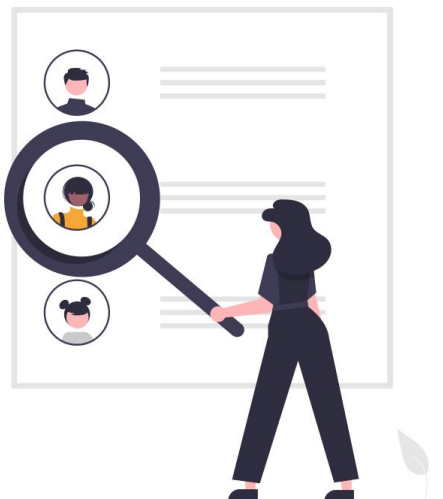


Action 2: Employing People

Growing your business requires expansion and employing more people may be a necessary step. However, ask yourself do you really need to employ someone? Most small businesses tend to outsource their work to freelancers who work on a day rate, and outsourcing may be cheaper and allow you to focus entirely on running your business.

If your business does need to employ people, here are 7 main things you need to consider when employing staff for the first time.

1. **Decide how much to pay someone - you must pay your employee at least the [National Minimum Wage](#).**
2. **Check if someone has the [legal right to work](#) in the UK. You may have to do other employment checks as well.**
3. **Check if you need to apply for a [DBS check](#) (formerly known as a CRB check) if you work in a field that requires one, eg with vulnerable people or security.**
4. **Get employment insurance - you need [employers' liability insurance](#) as soon as you become an employer.**
5. **Send details of the job (including terms and conditions) in writing to your employee. You need to give your employee a [written statement of employment](#) if you're employing someone for more than 1 month.**
6. **Tell HM Revenue and Customs (HMRC) by [registering as an employer](#) - you can do this up to 4 weeks before you pay your new staff.**
7. **Check if you need to [automatically enrol your staff](#) into a workplace pension scheme.**



You can read all details on UK employment
on our government website

[HERE](#)



Action 3: Intellectual Property

What is intellectual property?

Having the right type of intellectual property protection helps you to stop people stealing or copying:

- the names of your products or brands
- your inventions
- the design or look of your products
- things you write, make or produce

Copyright, patents, designs and trademarks are all [types of intellectual property protection](#). You get some types of protection automatically, others you have to apply for.

What counts as intellectual property?

Intellectual property is something that you create personally - for example, a story, an invention, an artistic work or a symbol.

Owning intellectual property

You own intellectual property if you:

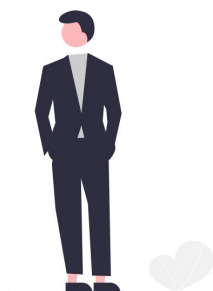
- created it (and it meets the requirements for [copyright](#), [a patent](#) or [a design](#))
- bought intellectual property rights from the creator or a previous owner
- have a brand that could be a [trade mark](#), for example, a well-known product name

Intellectual property can:

- have more than one owner
- belong to people or businesses
- be sold or transferred

Intellectual property rights allow you to make money from the intellectual property you own. IP also increases the value of your business and allows you to have a business no one else has.

Read the [GOV.UK IP guide](#) and watched our webinar with [Durham Grigg](#) below!



Module 4: Growing Your Business

Action 4: Forward Thinking- Success GPS Course

Success GPS is a 6 week business coaching course. Innovator International offer you the opportunity to gain valuable skills and to set your business up for success. You will learn how to profitably grow your business giving you the work life balance, cashflow, success and freedom that you deserve, the journey to your success will become as easy as following a GPS.

Success GPS program they will help you;

- Get clear on where you want to go
- Understand what you need in order to get there
- And set goals to ensure you are moving in the right direction

If you would like to attend this business training course please contact us and we will enroll you onto the next available team.

Find out more about Forward thinking here



Action 5: Sales Geek Course

Sales Geek is a 4 week sales training course, developed especially for Innovator International members.

During this course your Sales Geek trainer will be taking you through how to create, build and nurture long lasting relationships with customer. They will be providing you with a unique skill set and ideas to help empower and grow the sales in your business.

If you would like to attend the Sales Geek training course please contact us and we will enroll you onto the next available team.

Find out more about Sales Geek here



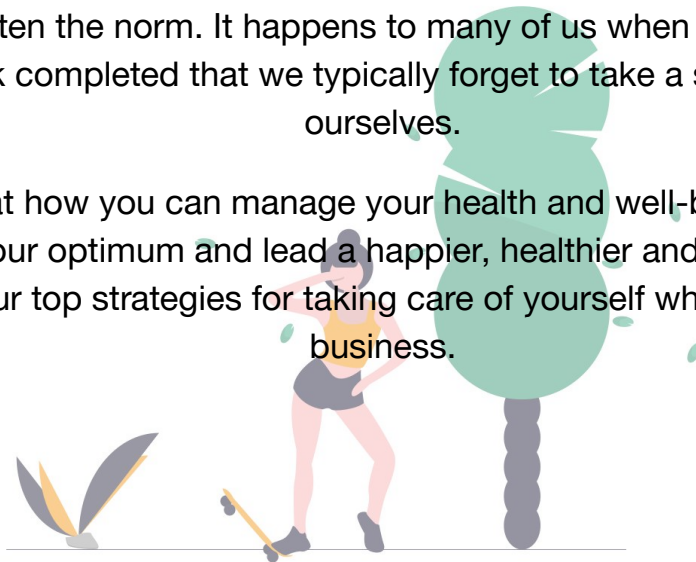
Module 4: Growing Your Business

Action 6: Look after yourself

Entrepreneurs are often terrible at taking care of themselves. Working long hours and barely leaving their desks is often the norm. It happens to many of us when we're so focused on getting a job done or a task completed that we typically forget to take a step back and look after ourselves.

It's time to take a look at how you can manage your health and well-being from the inside out, so you can perform at your optimum and lead a happier, healthier and more productive lifestyle.

Here are some of our top strategies for taking care of yourself while you take care of your business.



Be Creative

Release your 'inner banksy' by taking up art, build a flower bed or plant a vegetable garden, pottery or a cake decorating. You may just surprise yourself.

Give

Happiness research has found that doing an act of kindness once a week for 6 weeks increases well-being and can be incredibly rewarding. Supporting your community, your peers or just saying thank you and smiling at someone are all forms of giving.

Keep Learning

Try something new, pick up an old hobby, sign up for a course, do some training or learn an instrument or some phrases in a different language. Set challenges you will enjoy achieving. Learning is enjoyable and confidence boosting.

Take Notice

Be curious, catch sight of the beautiful. Remark on the unusual. Notice the changing seasons, savour the moment whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you.

Connect

Feeling close to & valued by others at home, work or community is a basic human need. Connecting with friends, family, colleagues and even animals is essential to our well-being. Think of this as the cornerstone of your life & invest time in developing relationships. This will support & enrich your life on a daily basis.

Be Active

Exercise makes us feel good & releases endorphins. There's a close link between physically active and good mental health.



Action 6: Your Next Steps

We hope you find this guide helpful.

Innovator International is a community full of like minded entrepreneurs all with a similar goal. You are now a part of this great community. You will have everything you need to create the success you desire for your business. You have access to training courses, support videos, documents, a wide range of resources to hand and a team who will be here with you every step of the way to help you on your journey.

If you need something and cannot find it in this guide, remember we are here to help you - so please ask.

