



**Practical courses for busy people**

# **How To Start Your Own Business**

## **A Top Mark Training Course for Entrepreneurs**

**In association with**

**Words  
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# Welcome to Top Mark How To Start Your Own Business

Thank you for choosing the “Top Mark How To Start Your Own Business” Open Learning course one of the Top Mark Training Series.

You’ve made the best decision in terms of flexibility and interactive experience. Undertaking your self-development training allows you to explore the world of the entrepreneur at your own pace, in your own free time anywhere you choose.

The Top Mark series aims at giving a general introduction to the most important business techniques including marketing and sales.

This course is intended for those who have little or no experience of the subject matter and are either actively considering starting up or have already recently launched their own businesses.

## Learning method

Whether you are a first time user of the Top Mark Open Learning Series or not, we suggest that you first browse through the course so you have an overview of the material before you start.

At the outset, you are assumed to have no prior knowledge or experience of the subject. You will be taken step by step through the sequence of each unit.

To help your understanding, you will come across many challenging questions and work-based assessments. By the time you have completed the course, you will also have drafted a Business Plan and understood in some depth what is involved in becoming an entrepreneur and starting your own business. At the end comes a multiple choice test on which your overall assessment and achievement is assessed.

The principles have been illustrated with as many examples as possible. You will find them highlighted.

## Activities

### Questions, checkpoints

The questions incorporated into the learning material have various purposes:

- To help you tune your mind to the forthcoming new information
- To help you to summarise the new information after you have learnt it
- To help you to apply the new information in a practical way.

### Course and Unit Assessments

In the Assessments you have the opportunity to test how the principles work in practice by applying what you have learnt in a down-to-earth way. The Course Assessment consists of 20 multiple choice questions based on material from the course

### Objectives of How To Start Your Own Business

In the sequence of six units you are going to cover the following topics:

### Course structure

Unit 1:	Do you have what it takes to be an entrepreneur?
Unit 2:	Where are you going? – Getting started
Unit 3:	Does it all add up? – Checking out finance, people and place
Unit 4:	Who are you talking to? – Developing your marketing
Unit 5:	How do you sell successfully? – Turning prospects into customers
Unit 6:	Bringing it all together – Finalising the Business Plan

## Time guidelines

Experience has shown that this course will take about 15 hours to complete. Do not be concerned if it takes you longer than this average time. Your main objective should be to understand and to be able to apply the content of How To Start Your Own Business and not to set a world record for finishing the course in the fastest time.

We suggest that you do not spend more than three hours a day studying.

Average study time per unit

Unit 1	2 hours 30 mins
Unit 2	2 hours 30 mins
Unit 3	2 hours 30 mins
Unit 4	2 hours 30 mins
Unit 5	2 hours 30 mins
Unit 6	2 hours 30 mins

## Kevin Benfield

Course author

Top Mark Training 'How To Start Your Own Business'

Kevin is a freelance writer and trainer with twenty years' experience of developing training courses and materials for a worldwide audience. After many years working in the corporate world, Kevin now has his own company, Words on Words, which has earned a high reputation for clear and creative content for screen and print. He therefore knows from first hand the challenges of starting your own business. He brings experience of marketing, selling skills, change management and customer satisfaction gained in the course of his work for clients in the financial, automotive, retail and IT/telecommunications sectors.

With an Honours Degree from Oxford University in Psychology and Philosophy and a knowledge of four European languages, his career includes many local, European and global training projects which have taken him to Europe, North America and the Far East.

Kevin lives in West Dorset in South West England and when not busy writing, enjoys playing the guitar and piano and volunteering as a miller at his local watermill.