



### WEBINAR TOPICS AVAILABLE – 2011

The following topics in The Freelance Equation series are slated for availability in 2011.

1. DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR
2. MAKING THE JUMP – GETTING PAST THE FEAR FACTOR
3. THINKING ABOUT BUYING A FRANCHISE – THINGS YOU SHOULD KNOW
4. UNDERSTANDING WHAT AN ACCOUNTANT CAN DO FOR YOU
5. WHAT AN ACCOUNTANT LOOKS FOR FROM YOUR BOOKKEEPING – IMPORTANT INFORMATION YOU SHOULD KNOW
6. THE RULES – ALLOWABLE WRITE-OFFS AND MORE
7. CONCEIVE, BELIEVE, ACHIEVE – FINDING YOUR VISION
8. UNDERSTANDING MARGIN \$\$\$
9. ADVERTISING & MARKETING – STRATEGIC PLANNING FOR YOUR BUSINESS
10. UNDERSTANDING YOUR OBLIGATIONS AS A NEW BUSINESS OWNER
11. COMMISSION-BASED INDUSTRIES – DO YOU REALLY KNOW HOW IT WORKS?
12. YOUR LOGO AND WEBSITE – DON'T CHEAP OUT AND HERE IS WHY
13. CHANGE WITH THE TIMES – PAPERLESS, REMOTE ACCESS & ONLINE
14. DEALING WITH DIFFERENT PERSONALITIES
15. WHY YOU NEED INSURANCE & THE TYPES YOU MAY WISH TO CONSIDER
16. NEED FINANCING? WHAT YOU NEED TO DO

These webinars are put forward for current and would-be business owners or managers who are confronted by the task of running business and make it work.