

**YOUR
OWN BOSS**

Be Your Own Boss

Marketing Update – June 2021

Partnership between:

Buckinghamshire
Council



YOUR LOCAL
GROWTH HUB

SUPPORTING
BUSINESSES
IN BUCKINGHAMSHIRE

The programme

1. Enterprise Day

- Is running a business right for me?
- How do I start and what are the legal requirements?
- How do I evaluate my business idea?
- What help can I get with selling, marketing, branding etc...?
- What support is available to me?

2. A Two Day Course

- digital skills
- the basics of accountancy
- producing a business plan
- marketing
- sales

3. A One to One

- With a Business Adviser

Event schedule

	June	July	Sept	Oct
Enterprise day	9th	7th	9th	6th
2 Day Workshop	23rd & 30th	14th & 21st	23rd & 30th	14th and 21st
one to ones	Planned on an individual basis			

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Marketing Support

Carried out:

- Created a toolkit including promotional assets for Community Boards to use
- Targeted email campaigns
- Created social media posts
- Included details in our e-newsletter to our c13K members
- Included within our events bulletin to our members
- Shared the communications toolkit with other organisations who can help to spread the word.
- Added to our website – in our 'Starting Up' area
- Press release

Planned:

- A further press column and advert in Bucks Free Press
- Radio interviews on local radio to raise the profile of the programme

Community Board marketing

Further support provided as required for Community Boards to spread the word to their residents

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Comms toolkit

The Be Your Own Boss toolkit has been created to help the Community Boards promote the Be Your Own Boss start up programme to their areas.

The toolkit includes:

- Suggested press release/website copy
- Promotional leaflet and poster
- Promotional video
- Social media posts, graphics and suggested themes

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Promotional leaflet & Poster

For distribution to:

- Village magazines
- Doctor's surgeries
- Town and Parish noticeboards
- Churches
- Citizens Advice

The flyer can also be used for email distribution.

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BE YOUR OWN BOSS



Be Your Own Boss

Register with Be Your Own Boss to access:

-  Help and guidance
-  Enterprise Day
-  A great support network
-  Two-day workshop
-  1:1 support for each participant
-  Discounts on products and services

This programme is part of a Community Board initiative delivered in partnership with Buckinghamshire Business First - helping people develop the skills and meet the contacts they need to give their business idea the best chance of success.

- 1. Attend One Enterprise Day**
10th February, 10th March, 7th April, 5th May
- 2. Followed by One Two-Day Workshop**
17th & 24th February, 24th & 31st March,
21st & 28th April, 19th & 26th May
- 3. Receive Two Hours of 1:1 Support**
Scheduled in when appropriate

**Join today
& book
your place**

Sign up for free as a start-up member of Buckinghamshire Business First

 **01494 927130**

 **bbf.uk.com/byob**

 **info@bbf.uk.com**

Delivered in partnership with Buckinghamshire Business First and funded by Wycombe, North West Chilterns, South West Chilterns, Beaconsfield and Chepping Wyke Community Boards.



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Social graphics and themes



BE YOUR OWN BOSS

Do you have the next great idea?



Turn your business dreams into reality

BE YOUR OWN BOSS SUPPORTING BUSINESSES IN BUCKINGHAMSHIRE

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It's never too late to start your own business

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Make your passion your business

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Are you working on your dream business?

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Be the boss you always wanted

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Buckinghamshire Council



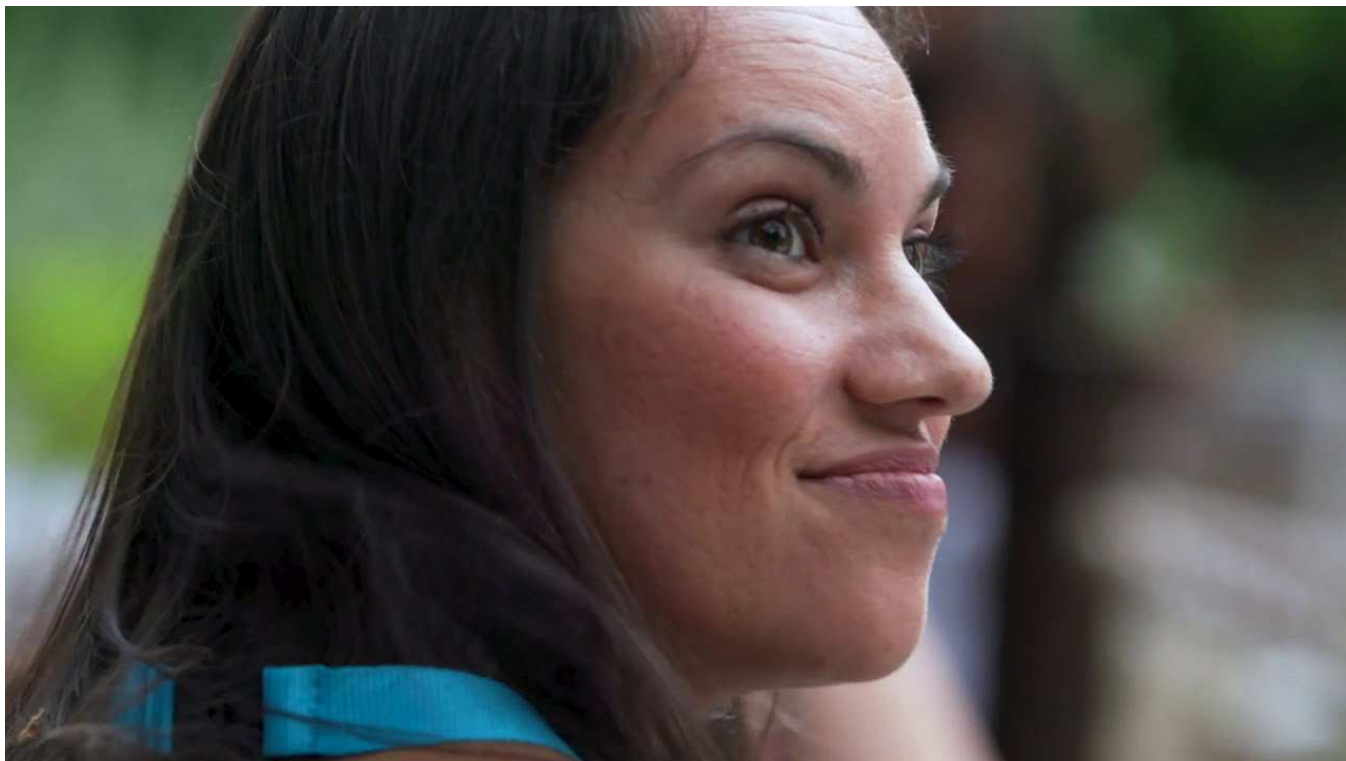
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Promotional video

The video was created to showcase the Be Your Own Boss programme. This can be shared with contacts and on social media:

<https://youtu.be/oG82ojBdNyY>



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For all events:
bbf.uk.com/byob

Bookings can be made
online or by calling 01494
927130

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The screenshot shows a website page for a 'Be Your Own Boss 2 Day Course - May 2021'. The page features a navigation bar with links for Business Support, News, Events, Member Directory, Contracts, Offers, Hubs, and Jobs. The main content area includes a 'Book now' button, a 'Share this event' section with social media icons for email, Twitter, Facebook, and LinkedIn, and a 'Webinar' tag. A central image shows a woman and a man in a kitchen setting, with the text 'BE YOUR OWN BOSS' and 'Are you working on your dream business?'. Below the image, the text states: 'This is a two day intensive course and will take place online on both Wednesday 19th and Wednesday 26th May 2021.' It further explains that the event is part of the Community Board, Business Start Up initiative. A list of participating Community Board areas is provided: North West Chilterns, South West Chilterns, Beaconsfield and Chepping Wye, and High Wycombe. The page also mentions that the course will cover digital skills. On the right side, there is a section 'Organised by' featuring the Buckinghamshire Business First logo and a description of the organization as a business-led, business-focused community. Below that, it states 'An initiative funded by' and features the Buckinghamshire Council logo, established in 2020, with a list of Community Boards: Wycombe, North West Chilterns, South West Chilterns, Beaconsfield, and Chepping Wye.

Keep in contact

 bbf.uk.com/byob

 [@bbfuk](https://twitter.com/bbfuk)

 [/BuckinghamshireBusinessFirst](https://www.facebook.com/BuckinghamshireBusinessFirst)

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 BUCKINGHAMSHIRE BUSINESS FIRST

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