

“The Basics of Lifestyle Entrepreneurship”

Practical exercise No 1

Definitions of entrepreneurship and lifestyle entrepreneurship

The aim of the exercise: to define the main principles of entrepreneurships and compare them with the concept of lifestyle entrepreneurship.

- What is entrepreneurship?
- What are the main characteristics of entrepreneurship?
- What is lifestyle entrepreneurship?
- What are the specifics of LSE?
- What are similarities and differences between entrepreneurship and lifestyle entrepreneurship?

Task:

<ul style="list-style-type: none"> • Split the learners into groups • Each group to define what they believe LSE would be. • Show slide to group with definition of LSE • Each group to list differences between the entrepreneur and the LSE • Group discussion to share key differences 	<p>Groups to present back to peers their thoughts.</p> <p>Group Discussion</p> <p>Produce list of key differences</p>	<p>Flip chart</p> <p>Pens and paper</p>
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Learning outcomes:

Learners will be able: to confidently define the main principles of entrepreneurship, will understand the difference between LSE and traditional entrepreneurship.

The total duration: 20-30 minutes.

Practical exercise No 2

Mission Statement

The aim of the exercise: to develop an understanding of adult learners on the possible mission statements.

Explanation of exercise:

- Split learners in groups.
- Hand out the mission statements and ask the participants to match the companies with the mission statements.
- Provide the learners with the answers.

The total duration: 30-40 minutes.

10 mission statement	Company
• To provide a global trading platform where practically anyone can trade practically anything	Facebook
• Be the world's beer company	Henry Ford
• To bring inspiration and innovation to every athlete in the world if you have a body you are an athlete.	Google
• To make the worlds information universally accessible and useful	Starbucks
• We create happiness by providing the finest in entertainment for people of all ages everywhere.	EBay
• To become the world's leading Consumer Company for automotive products and services	Budweiser
• To be the most successful computer company in the world at delivering the best customer experience in the markets we serve	Mc Donalds
• To establish ourselves as the premier purveyor of the finest coffee in the world whilst maintaining our uncompromising principles as we grow	Nike
• Our mission is to give people the power to share and make the world more open and connected	Walt Disney
• To be the world's best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness and value so that we make every customer in every restaurant smile	Dell

Mission Statement Quiz Answers:

Mission statement	Company
<ul style="list-style-type: none"> To provide a global trading platform where practically anyone can trade practically anything 	EBay
<ul style="list-style-type: none"> Be the world's beer company 	Budweiser
<ul style="list-style-type: none"> To bring inspiration and innovation to every athlete in the world if you have a body you are an athlete. 	Nike
<ul style="list-style-type: none"> To make the worlds information universally accessible and useful 	Google
<ul style="list-style-type: none"> We create happiness by providing the finest in entertainment for people of all ages everywhere. 	Walt Disney
<ul style="list-style-type: none"> To become the world's leading Consumer Company for automotive products and services 	Henry Ford
<ul style="list-style-type: none"> To be the most successful computer company in the world at delivering the best customer experience in the markets we serve 	Dell
<ul style="list-style-type: none"> To establish ourselves as the premier purveyor of the finest coffee in the world whilst maintaining our uncompromising principles as we grow 	Starbucks
<ul style="list-style-type: none"> Our mission is to give people the power to share and make the world more open and connected 	Facebook
<ul style="list-style-type: none"> To be the world's best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness and value so that we make every customer in every restaurant smile 	Mc Donalds

Practical exercise No 3

Creating Your Business Mission Statement

The aim of the exercise: to practice to develop mission statements.

Explanation of exercise: each participant has to produce a mission statement for their business.

- First each participant has to make a list of the **KEY WORDS** that can be used to describe their business.
- After that each participant has by using some or all of the key words that they have identified, write a mission statement for their business. The statement should clearly describe the purpose of business and explain what its key features are.

Produce a mission statement for your business

Make a list of the **KEY WORDS** that can be used to best describe your business:

Using some or all of the key words that you have identified, write a mission statement for your business. The statement should clearly describe the purpose of your business and explain what its key features are.

The total duration: 20 minutes.

Practical exercise No 4

Market research

The aim of the exercise: to practice basic market research on participants own business idea.

Explanation of exercise: each participant has to make market research of their business idea in a clear and concise way, by establishing what you already know, what you need to find out and what factual evidence you need to support your research findings.

Research should consist of:

- Customer analysis
- Competitor profiles

Customer Analysis

Short description of your customer

Your Customer's Needs	
<ul style="list-style-type: none"> • Who is your customer? Are they male or female? How old are they likely to be? What is their occupation? 	
<ul style="list-style-type: none"> • What do they do? If you are selling to individuals- it is worth knowing their interests and occupation. If you are selling to businesses- it helps to have an understanding of what their business is trying to achieve. 	
<ul style="list-style-type: none"> • Why do they buy? It helps to understand why your customer buys a product- then you can match their needs to your service. 	
<ul style="list-style-type: none"> • When do they buy? Knowing the best time to approach your customer, will increase your chances of a sale. 	
<ul style="list-style-type: none"> • How do they buy? Face-to-face, website etc. 	
<ul style="list-style-type: none"> • How much money do they have? 	



Knowing how much your customer has to spend means you can match what you're selling, to how much they can afford.	
<ul style="list-style-type: none"> What makes them feel good about buying? Good customer service? Quick service? 	
<ul style="list-style-type: none"> What do they expect of you? Meeting or exceeding expectations, will ensure repeat business. 	
<ul style="list-style-type: none"> What do they think about you? You can only tackle problems if you know what they are. 	
<ul style="list-style-type: none"> What do they think of your competitors? If you know their strengths and weaknesses, you can stay ahead of your rivals. 	

- Competitor Profiles**

This part of exercise will assist you in a thorough analysis of your competitors and will form part of your competitor research summary. Write about at least one competitor.

Competitor	
Name and address email & website:	
Products / services offered:	
Prices charged:	
How do they promote themselves?	
Benefits of the location:	
General strengths/weaknesses, atmosphere, customer care, quality, etc:	

The total duration: 45 minutes.

Practical exercise No 5

Market segmentation

The aim of the exercise: to enable adult learner to explain how to begin the market research process in a clear and concise way, by establishing what learner already know, what learner need to find out and what factual evidence learner need to support his/her research findings.

Explanation of exercise: each participant has to describe the market segment he/she is aiming to provide for, using the categories listed below that apply to your business.

- **Who** will be your **most likely** customer?
- Are they **distinguishable** by their **age/gender/family size/income range**, where they **live/work/shop**?
- **What** is their employment **group** – **professional/managerial; clerical/supervisory; skilled manual/unskilled manual; unemployed/pensioner** etc?
- **What** are their **interests and buying habits**?
- Are you aiming for a **budget / premium market**?
- **How** wide is your **radius** – **how far** will clients come from?
- If you are dealing **business to business**, you will need to **profile both your commercial customers and the ‘end user’** of the product.

Explanation to learner:

Once you have defined your target market, using the *market segmentation* exercise, you will then be in a position to structure the information you already have about your market, your customers and your competitors and to establish what the gaps in your knowledge are. You can then begin the necessary market research for your business. Remember to use both desk and field research methods.

The total duration: 30 minutes

Practical exercise No 6

Marketing plan

The exercise adapted from **A Sample One-Page Marketing Plan** by *Daniel Silver*
<http://www.danielsilver.com/sample-marketing-plan>

The aim of the exercise: practice marketing plan development skills by preparing draft of participants own business idea marketing plan.

Explanation of the exercise: the adult learner is asked to fill in the marketing plan based on his Lifestyle business idea. If he faces some difficulties, suggest him to refer to the sample marketing plan.

Please provide answers to the following questions:

QUESTION	ANSWER
1) Objectives What are the specific goals of your business this year?	
2) Your Product/Service What product or service do you offer?	
3) Customers Who buys (or should buy) your product? What do they need it for?	
4) Competitors Who are your top competitors and what are their strengths?	
5) Positioning Given your competition, what makes your business great and unique to customers?	
6) Pricing How will you price your product?	
7) Sales & Support How and where will you sell and service the product?	
8) Promotion How will people find out about you and your product?	
9) Budget How much money do you have to promote the product?	
10) Action Plan What will you do and when to sell and promote your product?	

The sample marketing plan, filled out

Background: Kerry makes fashionable printed material for weddings and other events. While she has her own website, most of her sales come from the craft marketplace Etsy. It's never a good idea to be too dependent on a single form of distribution and marketing, and Kerry realized she needed to diversify in order to grow and future-proof her business. Thus she turned to using this simple marketing plan as a means to rethink how she marketed herself.

Here's what the sample marketing plan looks like when completely filled in:

QUESTION	ANSWER
1) Objectives What are the specific goals of your business this year?	In order of priority: 1) Increase sales 2) Diversify lead sources from Etsy to own website or similar marketplaces 3) Increase follower community
2) Your Product/Service What product or service do you offer?	<ul style="list-style-type: none"> • Products: Fashionable, design-forward printed stickers, decorations and signage for weddings, parties, and other events • Services: Consult with customers to develop innovative design concepts for events
3) Customers Who buys (or should buy) your product? What do they need it for?	Mostly women in their 20s and 30s — often getting married or planning events. My typical customer is style-conscious and knows her own taste. She is detail- and do-it-yourself oriented, but also time-constrained and unlikely to be highly experienced with design software. She is also cost-aware and time-sensitive. Most customers are doing events for themselves, but a small number are organizing events for other friends or relatives.
4) Competitors Who are your top competitors and what are their strengths?	Main competitors are: <ul style="list-style-type: none"> • Big print houses like Zazzle, TinyPrints • Other Etsy sellers • Independent printing websites
5) Positioning Given your competition, what makes your business great and unique to customers?	<ul style="list-style-type: none"> • Unique look and designs • Stylish and highly trend-aware • Very fast, reliable turnaround • Very willing to customize designs • Highly service-oriented and consultative



	<ul style="list-style-type: none"> Reasonable pricing
6) Pricing How will you price your product?	<ul style="list-style-type: none"> Stickers: by printed sheet Signage: by piece Consulting services: hourly (or free with purchase)
7) Sales & Support How and where will you sell and service the product?	Currently all sales occur on Etsy. To diversify sales outlets, it makes sense to develop a shopping cart on my own website. Also: investigate other design and customer printing marketplaces.
8) Promotion How will people find out about you and your product?	Right now most people find me through Etsy. I also have a website (in Joomla), a blog (in WordPress) and Facebook fan page. Word of mouth, Pinterest, and Instagram have also been useful. My goal is to make the website and blog attract more traffic through search engine optimization. Place more product-specific pages on website. I will consider search marketing and email marketing to push new products.
9) Budget How much money do you have to promote the product?	<ul style="list-style-type: none"> 2-5 hours per week for website fixes and SEO Spend 10% of sales on advertising budget
10) Action Plan What will you do and when to sell and promote your product?	<ol style="list-style-type: none"> Download SEO modules for Joomla and WordPress. Create product-specific pages focused on individual products Recast existing blog pages to attract more traffic. Consider social sharing buttons on blog. Keep posting new content optimized for search & sharing. Add e-commerce (shopping cart) capabilities to website. Investigate other online design marketplaces like Minted.com.



Practical exercise No 7

How and why lifestyle entrepreneurship offers a choice?

Aim of the exercise: to develop understanding of how and why lifestyle entrepreneurship offers a choice by reviewing a case study.


Task:

<ul style="list-style-type: none"> • Split the learners into groups • Each group to read case study. • Each group to discuss and list the key drivers which motivated Caz to start her own business • Each group to list key success/achievements • Group discussion to share ideas and thoughts 	<p>Groups to present back to peers their thoughts.</p>	<p>Flip chart Pens and paper Handout: Caz case study</p>
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Learning outcomes:

Learners will understand the ambitions and drivers of LSEs and will be able to identify how and why lifestyle entrepreneurship offers a choice.

The total duration: 30 minutes.

	<p>Sexism within the Building World Left Caz Unemployed and Looking for Other Options</p>
<p><i>“They let me know it was a man’s world”</i> said 24 year old Caz Jackson of her experiences of working on building developments.</p> <p>Having trained in painting and decorating, Caz found even getting an interview for work was tricky. <i>“I felt like because I was a woman it was hard to even get my foot in the door. When I would call up about the work they would hear a girl’s voice on the end of the phone and would laugh.”</i></p> <p>Even when Caz was given a chance of work, she felt real discrimination from her male counterparts. She said: <i>“They would really put me down and criticise me, which had a real impact on my confidence. I was even paid less than the men on site. They couldn’t believe a woman was capable of doing hands on work. Looking back now I remember that in reality when I looked at my paint work it was obvious real care had been taken. I took more pride in the job and it showed.”</i></p> <p>Caz was then made redundant from the firm where she had watched her confidence diminish: <i>“When I was made redundant it was the best thing that could have happened. It felt like a golden key out of there and I knew I could do this by myself, set up my own painting and decorating firm to offer the good service I knew I had given but had never been credited for.”</i></p> <p>Coming from a deprived community in Merseyside, Caz was keen to find a way to fight against the discrimination in her industry and carve out a career for herself. Caz returned to her local community college to complete training which further developed her skills in wallpapering and additional specialist techniques such as using gold leaf, coving installation, spray painting, wood graining and stencilling enabling her to pursue painting and decorating as a realistic self-employed career.</p>	



She knew she wanted to set up a small business, but having been unemployed for nearly a year due to the discrimination she had faced, Caz needed some support to build her confidence, look at how to finance a new business and what she needed to do. It was then Caz found that she could receive free support and advice from local women's enterprise support agency 'The Women's Organisation'.

She reflected "I came to The Women's Organisation, went on some of their business courses and was given a business adviser to help me. They taught me where to look and what to do in order to get my business going. The guidance they gave, the confidence building just generally pointing me in the right direction was fantastic. Having dealt with the negative comments before, I needed to rebuild my confidence, learn to get organised and take responsibility for myself, and I feel like I have achieved that. Reading back over my business plan I sounded so superior! That in itself was a real confidence boost and I finally realised I wasn't the person those negative people had made me out to be."

But Caz hadn't always dreamed of a life of decorating. *"When I was younger I really wanted to be an actor! But when I did acting I found that I gravitated towards painting the sets, and so I think from there I just really fell into this trade which is one that is always in demand. I'd love to work on sets professionally now, and who knows, maybe that will be the next stage of my business down the line."*

Confidence is no longer an issue for Caz who is gaining more by the day as she watches her business grow.

"At first when I was doing jobs for people I'd be saying 'ring me if there are any problems' and I would find instead I was being rung by people who wanted more work doing. That was a great boost" said Caz.

'Caz the Painter' is your local female decorator. Professional, friendly service at your doorstep. In her words – "Caz the Painter does exactly what it says on the tin!"

For the first time in her life Caz is finding being a woman is a real advantage.

"I think now I am working for myself I can see being a woman makes me more trust worthy in my customers' eyes. The idea of hiring me is more inviting because they know I will be house trained! It's a great feeling. But the best thing about working for yourself is having that freedom to do what you want and when you want. To choose which work you want to take on. I look after my nan a lot, so I can manage jobs around popping in to see her."

Since starting her business Caz has joined The Women's Organisation's Business Club to network with other women and build her customer base. She has also utilised facebook as a way to advertise locally and spread word of mouth about what she does.

As popularity for her services is growing Caz is looking into the possibility of working with other freelancers or taking on staff to help her to expand her business while still managing her caring responsibilities. Caz is a great example of how external factors can really knock confidence and impact on someone's employment status to the point of becoming unemployed. Receiving coaching and training to build her confidence was the first step in Caz's journey, getting her to a place where she could take in information about the practicalities of starting a business and helping her to get started.

Practical exercise No 8

Personal development

The aims of the exercise:

1. to help adult learners to identify their personal traits and experience in order to become Lifestyle entrepreneurs.
2. to strengthen self-confidence of potential LSEs – adult learners with fewer opportunities and from disadvantaged backgrounds.

Explanation of exercise: the participants work individually. Each participant is handed out a list of paper with activities. The participants – adult learners – are asked to fill in the required information about their personal qualities work experience.

Duration of the exercise: (~ 1 a. h)

Activity 1. Please describe your previous work experience.

Jobs/Projects undertaken

Personal Abilities demonstrated

Activity 2. Please provide information about your learning experience and interests.

Education

Courses/other learning experiences

Reading/open-learning/self-study/hobbies or interests

Activity 3. Please select a minimum of 30 skills (10 skills per each item: dealing with people, dealing with things, dealing with concepts and information) which are the most relevant to you describing your personality.**Dealing with people skills**

Accepting	Experimenting	Overseeing	Training
Achieving	Explaining	Persuading	Understanding
Addressing	Expressing	Planning	Updating
Advising	Guiding	Preparing	Writing
Amusing	Handling	Presenting	
Analyzing	Identifying	Problems	Publicizing
Arranging	Identifying	Solutions	Purchasing
Assessing	Imagining	Questioning	
Auditing	Implementing	Reasoning	
Budgeting	Improving	Recommending	
Caring	Improvising	Recruiting	
Checking	Influencing	Reporting	
Classifying	Informing	Representing	
Coaching	Initiative	Researching	



Communicating	Inspiring	Resolving
Consulting	Instructing	Responding
Controlling	Instigating	Risking
Conversing	Judging	Scheduling
Co-coordinating	Leading	Selecting
Counseling	Learning	Self-Awareness
Creating	Lecturing	Summarizing
Debating	Listening	Selling To
Deciding	Maintaining	Sensing
Detailing	Mediating	Setting Goals
Developing	Meeting	Speaking
Directing	memorizing	Studying
Empathizing	Mentoring	Telling
Empowering	Monitoring	Supervising
Encouraging	Motivating	Talking
Enforcing	Negotiating	Teaching
Evaluating	Observing	Team Building
Examining	Organizing	Telephoning

Dealing with things:

Achieving	Developing	Judging	Referring
Adapting	Distributing	Making	Remembering
Administering	Editing	Monitoring	Repairing
Auditing	Evaluating	Observing	Reporting
Checking	Experimenting	Operating	Researching
Classifying	Filing	Ordering	Resolving
Collecting	Financing	Obtaining	Responding
Compiling	Finishing	Planning	Reviewing
Constructing	Fixing	Precision	Selecting
Deciding	Forecasting	Predicting	Selling
Delivering	Generalizing	Preparing	Studying
Designing	Handling	Prescribing	Supervising
Detecting	Having responsibility	Processing	Transcribing
Determining	Implementing	Programming	Typing
Developing	Improving	Proof Reading	Writing
Devising	Innovating	Reading	
Directing	Inventing	Realizing	
Discovering	Investigating	Recommending	

Dealing with Concepts and Information:

Accounting	Diagnosing	Innovating	Processing
Adapting	Discovering	Integrating	Questioning
Analyzing	Displaying	Interpreting	Reading
Anticipating	Disproving	Inventing	Recommending
Ascertaining	Dissecting	Investigating	Recording
Budgeting	Delivering	Learning	Researching
Calculating	Editing	Maintaining	Reviewing
Compiling	Expanding	Managing Time	Searching
Composing	Experimenting	Memorizing	Sequencing
Computing	Forecasting	Modeling	Sharing
Formulating	Observing	Solving	
Copying	Generating	Obtaining	Studying
Creating	Getting	Organizing	Thinking Logically
Deciding	Giving	Originating	Translating
Defining	Guiding	Perceiving	Typing
Designing	Planning	Updating	Talking
Detecting	Implementing	Predicting	Understanding
Developing	Improving	Preparing	Devising
Increasing	Prioritizing	Visualizing	Writing

Activity 4. Having identified your top 30 skills, reduce this to your top 15. List these below as a reminder.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

Activity 5. Please identify the top 12 qualities which describe you as a person.

Qualities

Adaptable	Helpful	Sense of Humour
Alert	Intelligent	Tolerant
Calm	Innovative	Tactful
Creative	Kind	Trustworthy
Consistent	Loyal	Thoughtful
Conscientious	Likable	Understanding
Capable	Mature	Willing
Caring	Nurturing	Wise
Confident	Non Judgemental	generous
Honest	Happy	sensible
Driven	Optimistic	Supportive
Determined	Open minded	Sensitive
Decisive	Out Going	
Disciplined	Positive	
Dependable	Polite	
Dynamic	Patience	
Enthusiastic	Punctual	
Empathic	Proactive	
Energetic	Practical	
Engaging	Responsible	
Flexible	Resourceful	
Friendly	Reliable	
Focussed	Resilient	
Gentle	Smart	

Please list the top 12 qualities:

-
-
-
- ...

Activity 6. Discuss in pairs or groups how difficult or easy it was to identify their skills and qualities; how can you transfer your previous work and learning experience, abilities, skills, hobbies, and qualities into a business?

After you complete the activity, discuss the results with the adult educator.

Practical exercise No 9

Designing an online store

The aim of the exercise: prepare basic information about your own shop.

Explanation of the exercise: the very first thing that one should do before opening an online store is to think about it in details. Among many considerations, every single online store should have its name, description, logo and categories used to organize products being sold. For this reason, think about your own business, its characteristics and unique points. Put yourself in a position of a potential buyer. What kind of online shop would you consider interesting, well organized and more importantly, the one that you would like to shop in?

Task (s):

Task 1. Think of a name for your online store.

This task might actually be more difficult than it seems. “My online store” is definitely not a good idea. Try to play with existing words that connect with your own business, or just randomly create the name of your store using a number of letters. Make sure that the name can be said easily. Focus on those aspects that will make your online store stand up among many others. Be original and unique. Your trademark will get popularity over a time, so it is important to think very seriously about this particular item. Write the name of your online store.

Task 2. Draft your own logo on the paper.

Even if you are not a graphic designer, you are the one who knows your business best. Try to draft a logo for your shop, that will underline the characteristics of your business. For example, if you are making hand-made shoes, maybe the logo should relate somehow to the shape of a shoe. Draw a number of propositions/concepts of your logo.

Task 3. Prepare a short description of your online store.

A short description should contain ideally from 2 to 4 short, yet catchy sentences that will tease your potential buyers to enter your store. This description will be used for example by searching engines, so make sure it is short, coherent but at the same time as informative as possible. Do not overrate your offer, as that will make your customers reluctant to shop with you. Write the description down.

Task 4. Plan a number of categories.

Think of your own offer. What would you like to sell online? Try to create as many categories as needed to cover your offers. For top-level categories, the optimal number of categories is up to 7, but it is strongly connected with your offer. Think of categories as about sections of a traditional store. For example, if you are creating handmade t-shirts, the most suitable categories would be as simple as women, men and children. Potential buyers will appreciate if your categories are self-explaining, and not overloaded with varied products. Simplicity is the key here. Write names of the categories down.

Task 5. List a number of chosen contact channels.

Maintaining a contact with potential buyers is very important. Depending on your abilities, you consider setting up as many contact channels as possible. For online stores the typical contact channels are e-mail and/or a contact form and a phone number, but these can be easily expanded with for example with an online chat, or a Skype account. Choose only those channels that you are comfortable with, and that you can get back to enquiries within a reasonable time (at best – the same working day). Write selected contact channels down, estimating your typical response time.

The total duration - 30-40 minutes

Practical exercise No 10

Creating an online store

The aim of the exercise: prepare a draft of online shop using Shopify.

Explanation of exercise:

In this exercise you will be asked to do the initial setup of your own online store, using notes from the previous exercise. All activities are to be performed using a service called Shopify – one of the biggest and most popular platforms for online stores. Do not be afraid to try setting up your own store. Shopify will allow you to work on your own store for two weeks, and after this period your account will be suspended, unless you subscribe to one of the paid plans.

The total duration to perform the exercise. 30-40 minutes

Task 1. Set up a free, 14-day trial account on Shopify.

Open up your favourite web browser and navigate to <https://shopify.com>. On the page, click on **Get started** and proceed to the registration form. You will be asked to provide your e-mail address, password for your store and name of the store. Note all data provided back by Shopify.

Task 2. Choose the template for your online store.

Once you login to your online store, click on Select a theme. Shopify provides you with a number of free themes, and selection of paid ones. Pick one that will fit your business idea in terms of its graphic design and features available. The template can be changed at any time, so take your time to select one that is easy to use. Note the name of your template.

Task 3. Provide the description of your online store and basic contact information.

From your admin panel, click on **Sales channels**, then **Online store**, and then **Pages**. Then create a new page, and name it for example Home. This will be the main page of your store – put here a description of your store prepared in the previous exercise. Then you can add another page titled About or Contact. Provide there all contact channels you prepared in the previous exercise. Make sure that the message to potential buyers is clear and that you do not mix different fonts styles, sizes and decorations. For contact channels, ideally provide response time (for example one working day).

Task 4. Create relevant categories for your products.

From your admin panel, click on Products and then Collections. This is the place where you should provide categories for your products prepared in the previous exercise. If possible, enrich each of your categories with a picture. You can provide description for your categories, so that potential buyers will have a better idea what kind of products they will find under each of them. Make sure that the division of categories are clear not only to you, but also to your buyers.

Task 5. Upload your own logo.

If you have your logo already, you can go to the templates and click on Customize theme. From the options available there, you can select for example option Home page – slideshow and upload there your logo. Make sure that the template fits your logo – if not, you can change the theme of your online store easily.

Exercise No 11

Are you interested to validate your competences and skills coherent with Lifestyle Entrepreneurship?

The aim of the exercise: to identify competences and skills in the areas of LSE in which you may be interested to validate the learning outcomes of your non-formal/ informal learning as well as the ones, acquired through work experience.

Learning outcomes: this exercise will help the learner to discover his/her readiness to validate Lifestyle entrepreneurial competences and skills obtained throughout life (developed in an informal and non-formal ways, as well as during your work experience). It will also help the learner to realize the necessity of future learning in formal institutions in order to validate LSE results.

Duration - 60 minutes.

Explanation of exercise:

Follow steps bellow: in steps 1, 2, 3 you have to work alone and in step 4 - discuss with the whole group.

Step 1. Individual work. Self-evaluate your competences for doing various types of work, which are closely connected to the possibility to start your Lifestyle enterprise.

Use the rating scale

I AM VERY GOOD AT	4
I AM GOOD AT	3
SATISFACTORY GOOD AT	2
NOT AT ALL	1

Indicate the level of competence you have in doing each type of work listed by occupational area. The occupational area with the highest scores should be considered for use in formulating LS business interests and validation possibilities.



Occupational area	Type of work	1	2	3	4
Arts					
	Painting				
	Photography				
	Music				
	Dancing				
	Organizing events				
	Ceramics				
Beauty					
	Mobile hairdresser				
	Makeup				
	Beauty therapist (holistic)				
	Nails design				
DIY (Do it yourself)					
Food					
	Sweets				
	Catering from home				
	Cooking				
	Cake making				
	Jams/preserves				
	Bakery				
	Pastry bakery				
Handcrafts					
	Knitting				
	Sewing, dress making, making clothes, designing clothes				
	Clothes alteration				
	Making bags				
	Jewellery				
	Embroidery				
	Embellishment				
	Gifts making				
	Crafts				
Interior					
	Tapestry				
	Pottery				
	Interior designing				
	Making sitting-bags				
Care services					
	Childcare				
	Baby-sitting				
	Mini-kindergarten				

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	Mobile nanny/nurse				
	Care of elderly people				
Pets					
	Dog walking				
	Pet minding				
	Home-based services for pets				
	Pets grooming				
Agriculture					
	Sowing				
	Gardening				
	Small plants nursery				
	Germinating flowers				
Selling					
	In e-shop				
	In the market				
	Clothing business (vintage clothes retail business)				
Other					
	You tube				
	Vox pop				
	Writing/editing				
	Interpretation /Translation				
	Travel guide				
	Art therapy				
	Holistic medicine centre				
	Rentals at the seaside				

Step 2. Individual work. Define 1-2 occupational areas of LSE in which you are competent in and could validate your learning outcomes. Write them down. For each of selected occupational areas, please choose 1 or 2 types of LSE work with the highest ratings, write them down. What specific skills do you have in doing such work? List 3 -5 skills (competences):

Occupational area	Type of Work	Abilities/skills/competences	Evidence of the obtained skills/competences
		1.	
		2.	
		3.	
		4.	
		5.	
		1.	
		2.	
		3.	
		4.	
		5.	

What evidences can you provide to prove the mentioned competences? It could be certificates, evidence of work experience, samples of work, documents, pictures, etc. Write them down.

Step 3. Individual work. List 3-5 competences which you would like to develop in order to start your Lifestyle business.

- 1.
- 2.
3. ...

Step 4. Group discussion.

Present to the group-mates the LS business which you would like to start, the main competences and skills you already have and the competences and skills you still have to develop. With the group discuss the possibilities of obtaining the necessary competences in a formal or non-formal ways. Who can help you? Where can you find information on validation of the acquired skills (competences)? How can you find an organization for possible validation of the competences?

Exercise No 12

Self-evaluation of the soft skills important for lifestyle entrepreneurship

The aim of the exercise: to provide a rubric for evaluating soft skills related to lifestyle entrepreneurship.

Learning outcomes:

This exercise will help lifestyle entrepreneurs evaluate the level of soft skills regarding lifestyle entrepreneurship and in relation to different types of evidence that are indicators of success/competencies. It involves a self-assessment based on the individuals' performance around the lifestyle entrepreneurship.

Duration - 60 minutes.

Explanation of exercise:

List of related soft-skills:

- Innovation/ Creativity
- Decision-making
- Strategic visioning
- Problem-solving
- Goal setting
- Communication
- Management

Self-evaluation of the soft skills

Soft skills	Importance for Life-style business	Level of soft skill	Indicators	Relevance of the indicators with the competencies
	<i>0 (least)</i> <i>1</i> <i>2</i> <i>3</i> <i>4 (most)</i> <i>*How important is each skill for your business?</i>	<i>0 (least)</i> <i>1</i> <i>2</i> <i>3</i> <i>4 (most)</i> <i>*Based on the data you have, rate the level of your soft skill</i>	<i>1. Interviews</i> <i>2. Recommendation</i> <i>3. Additional certificates</i> <i>4. Quantitative data</i> <i>*Note the indicators that are related to each soft skill you have.</i>	<i>List the indicators and describe how the data collected are related to the soft skill</i>
Innovation/ Creativity				
Decision-making				
Strategic visioning				
Problem solving				
Goal setting				
Communication				
Management				