



SELF-EMPLOYMENT / ENTREPRENEURIALISM

Manage and Grow a Sustainable Business

Positive Results

We can help you:

- Start a business that is right for your personality
- Create a personal brand and image to strategically advance your business
- Market your personal strengths and successes to rise above competitors and stand out from the crowd
- Improve your career resiliency and maintain or gain a competitive advantage in the marketplace

Create a New Direction For Yourself

- Want to start your own business, but not sure how to begin?
- Need help creating your business plan?
- At a point where you want to expand your business?
- Looking for a mentor to help you achieve your vision?

Owning your own company is one of the great American dreams. However, long-term survival is a five percent success rate after five years. There are many reasons why small businesses fail. Poor planning is at the top of the list. Sometimes failure is the best way to learn. If you plan and run your business well, you won't have to learn in this way.

Self-Employment Services:

The Ginac Group assists entrepreneurs and business owners in starting, expanding, and growing their business. Our certified business coaches provide objective, professional direction to help you clarify business goals, gain the management skills it takes to build a successful and profitable company, and acquire the resources needed to operate a successful business. Our team of seasoned small business coaches have worked with various technology start-ups and small businesses to:

- Accelerate sales
- Assess business goals, company strengths, and team fit
- Enhance customer satisfaction
- Expand into new markets
- Improve business operations
- Resolve daily business issues.

Satisfaction Guaranteed

Your satisfaction is guaranteed. We are so confident that you will benefit from our services that if you are not satisfied, we will give you a free one-hour coaching session.

Get Started Today

Our business coaches will encourage you to stretch beyond your own boundaries and prepare you to lead with vision, voice and power. Business coaching involves meeting with your coach on a regular basis to work through complex business strategies and issues including:

- Developing and implementing your strategic and tactical plans
- Raising seed equity and subsequent funding
- Growing the infrastructure of your company from a small to medium business
- Creating sales and distribution channel programs and action plans
- Handling general administration and personnel issues
- Helping you maintain balance between professional and personal priorities
- Rediscovering personal clarity, purpose, and motivation.

Select a Package That's Right For You

Whatever your needs, we will work with you to determine the appropriate combination of services that will support you in achieving your career and personal goals. You can select one of our standard Job Search Strategy service packages, or we can tailor a program designed uniquely for you.

Package	3 Months	6 Months
Entrepreneur Services		
50-Minute Bi-Weekly Sessions for 3 Months Business Conception Idea and brainstorming Business name Registering your business Resources to determine business structure Marketing and Planning Market research strategy Review and comment on business plan Web site and company branding Networking Networking strategy and tactics Learning skill for operating a business Business support	\$3,495.00	\$4,595.00

**Prices subject to change without notice.*

Our PCMs (Professional in Career Management) are certified by the National Society of Career Management (www.nsocm.com) and have over 60 hours of training.

MPCM (Master Professional in Career Management) have more than 3,500 career counseling hours and have assisted hundreds of clients with successful transitions.