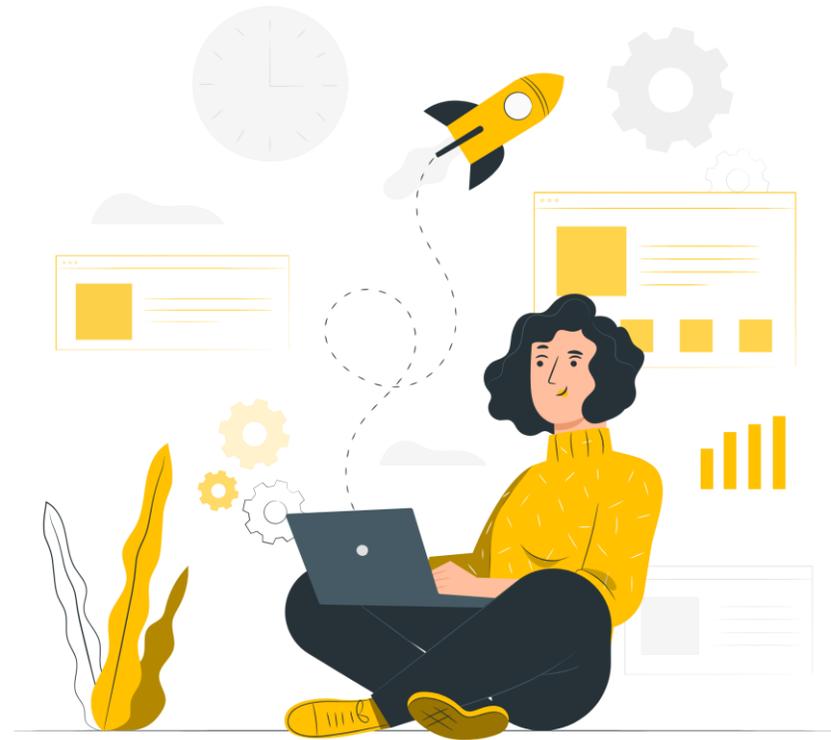




# Introducing Your Start Up Story



*your* **START UP** *story*  
GROWING . DEVELOPING . GUIDING



# About Your Start Up Story

Your Start Up Story (YSUS) is an online, 4 week course designed around, and specifically for, anyone who yearns to start their own business.

The difference between YSUS and every other online course is the expert, one-to-one, on-demand support given by Sofia Middleton.

Sofia has over 20 years' experience managing and marketing small businesses. From launch to managed growth, Sofia's laser focus on strategy, planning and implementation has helped her clients realise success.

Working as one of Business Gateway's Marketing Expert consultants since 2017, Sofia continues to guide, support and advise small business owners across the North East of Scotland. No matter the industry sector, level of experience or product, Sofia is able to offer bespoke advice and support.



# The Journey

Running a business is not for everyone. But for those people who want to branch out and start working for themselves, YSUS provides the perfect, hand-holding start-up environment.

Over the course of 4 weeks, YSUS clients will be taken on a journey of personal empowerment and commercial enrichment.

Aimed at grass roots level, YSUS begins at the beginning - guiding clients through the process of writing their Business Plan and ends with them creating a strategic plan for the launch of their business.

Clients will be given access to a range of Guides, Videos and Workbooks. However, it is through the 1:2:1 online meetings where the magic and enrichment starts.



# YSUS's Perfect Client

## Redundancy Consultations, Redundancy Benefits Packages and Post Redundancy Clients

Being made redundant can present some life changing opportunities.

It can release people from their previous 'groundhog day' existence, to opening up space and time to do something different.

YSUS offers employers the opportunity to protect and enhance their corporate image when taking their staff through redundancy.

YSUS enables employers to be seen to actively support staff through the process of leaving employment. The perception of being left in a void of imminent unemployment will be offset by introducing the concept of self-employment.



# Further information

Information on the range of modules contained in Your Start Up Story can be found by visiting:

[www.yourstartupstory.co.uk](http://www.yourstartupstory.co.uk)

To discuss opportunities, costs and availability, please contact Sofia directly on:

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