# Digital Accelerator: Digital Tools for Self-Employed Growth

*Streamline your business, attract clients, and grow with confidence*

**Fully-Funded for Self Employed, Solo & Micro Business Owners in Cheshire & Warrington**

e4a

Enterprise Cheshire + Warrington

SKILLS FOR LIFE
SKILLS BOOTCAMPS

Made with GAMMA

# Digital Accelerator: Digital Tools for Self-Employed Skills Bootcamp

## Course Overview

An 8-week hands-on bootcamp with live sessions, designed to equip self-employed professionals with practical digital systems to streamline their business and create a personalised Growth Action Plan. This program empowers participants to drive real transformation and sustainable growth, combining practical knowledge with immediate application for leading and growing their own digital-first businesses.

Unlike generic digital courses, this program is specifically crafted for Self Employed, Solo & Micro Business Owners in Cheshire & Warrington who need to:

- **Master Essential Digital Tools**

  Gain confidence in using key digital platforms and applications to manage your business efficiently.

- **Implement Practical Digital Systems**

  Move beyond theory to build effective digital workflows that save time and increase productivity.

- **Attract and Retain Clients Online**

  Develop digital strategies to expand your reach, generate leads, and build lasting customer relationships.

- **Create a Sustainable Growth Roadmap**

  Formulate a clear, actionable plan to scale your micro-business with digital-first approaches.

## Who is this for?

This Level 3 course is designed for small and medium-sized enterprises (SMEs) eager to accelerate growth and streamline their digital presence. It's ideal for:

**1 Ambitious self-employed pros ready to transform their business**

Leverage practical digital tools and live, hands-on guidance to elevate your operations.

**2 Freelancers seeking to streamline & scale**

Craft an actionable, step-by-step growth plan to attract more clients and confidently grow your micro-business.

**3 Entrepreneurs building a sustainable digital hub**

Build the foundations of a scalable business, ensuring the right infrastructure is there.

Whether you're aiming to boost your digital skills, streamline business operations, or create a clear growth strategy, this course delivers practical tools and hands-on learning designed to empower self-employed professionals and SMEs to thrive in the digital landscape.

## What will you achieve?

By the end of this Skills Bootcamp, participants will:

### Unlock Your Digital Superpowers

Harness cutting-edge tools to streamline your workflows and deliver a next-level customer experience.

### Craft a Personalised Growth Roadmap

Develop a tailored Digital Growth Plan to propel your unique business forward with proven online marketing, lead generation, and client management strategies.

### Showcase Your Digital Transformation

Present a confident, compelling Digital Transformation Pitch that showcases your business progress and future growth vision.

ⓘ **Elevate Your Digital Growth**

Embark on an epic 8-week digital transformation voyage to turbocharge your online skills and ignite lasting growth for your business.

**Immersive Online Experience**

Fully online delivery with 16 dynamic 4-hour sessions, giving you the flexibility to learn from anywhere.

**Personalised Roadmap**

Craft a tailored Digital Growth Plan to propel your unique business forward with proven strategies.

**Dates & Times**

**Dates:** 8th September - 29th October 2025
**Times:** 09:30 - 13:30

## Course Content

### Digital Foundations & Clarity

- Understand course structure and assessment criteria
- Gain knowledge of safeguarding, Prevent, and British values
- Set up your Digital Command Centre for business management
- Establish clear business goals & digital priorities
- Start your personalised Growth Action Plan

### Build Your Digital Brand

- Create a consistent and professional visual identity
- Design branded templates using Canva or similar tools
- Optimize social media profiles for maximum impact
- Develop active listening and questioning techniques

### Visibility & Content Strategy

- Learn SEO basics and how to get found online
- Build and manage an engaged email list
- Develop content pillars and a 4-week content calendar
- Use AI tools for brainstorming and content creation

### Lead Generation & Nurturing

- Design lead capture systems and nurture sequences
- Understand GDPR and data security essentials
- Implement cybersecurity basics for your business
- Build trust with customers through ethical data handling

### Streamline Sales & Payments

- Map your sales journey from interest to payment
- Set up your payment gateways and booking tools
- Price your services confidently
- Manage your finances with simple digital tools

### Client Management & Retention

- Create repeatable client onboarding processes
- Use CRM tools to streamline client communication
- Develop strategies for client retention and loyalty
- Collect and leverage client testimonials effectively

### Data-Driven Growth & Insights

- Identify key performance metrics for your business
- Track digital performance using dashboards and reports
- Analyze data to make informed decisions
- Adjust marketing and sales tactics based on insights

### Pitch & Plan for Growth

- Conduct final skills scan and self-assessment
- Prepare and deliver a confident Digital Transformation Plan
- Identify strengths, development areas, and next steps
- Develop career action plan with networking strategies
- Engage with employers for feedback and opportunities

**If you're interested in learning more, book in a call with a member of team here:**

[Book a call here!]