

# Introduction

In the early 1990s, Linda Gilkerson and I met while working for a microenterprise program helping aspiring and existing entrepreneurs realize and grow in their dream of being self-employed. Having both been self-employed, we shared a passion for fostering entrepreneurship. Together, we provided classroom training and technical assistance to hundreds of entrepreneurs, and before long, this book was born.

Today, microenterprise programs, schools, community-based organizations, and entrepreneurship programs throughout the United States use this workbook to help dreamers conceive and write business plans.

*Self-Employment: From Dream to Reality!*, Second Edition, is designed to guide you through the planning process by introducing key business concepts in practical, simple-to-understand ways. Worksheets and exercises are designed to encourage a hands-on approach to learning. By completing the exercises in each chapter, you collect all the information you need to put together a business plan one step at a time.

Whether self-employment is something you'd like to learn more about, a dream you've been pursuing, or how you make a living, you will find valuable information in this book. Good luck on your journey of turning your self-employment dream into a reality!

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