



SignMedia  
**ENTERPRISE**  
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SignMedia Enterprise Newsletter – August 2020

Find Your Power!

The SignMedia Enterprise online glossary is now available at <https://signmediaenterprise.com/>

This is the place for deaf entrepreneurs, freelancers and enterprising individuals in Austria, Italy and the UK who want tools, training and information on how to start, run and grow your own business.

The Sign Media Enterprise glossary resource is designed to help you in business or to start up a business and is based around the knowledge needed to complete your business plan.

There are example video case studies of successful Deaf people in business, plus additional useful documents, templates and links. The online glossary consists of 500 business based terms in BSL and 100 in IS. Each term has a written definition, an illustration and the signed definition.





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We have put all the terms in the glossary under the headings of a business plan. This means you can be creating your business plan as you watch the clips.



Video case studies tell the stories of successful Deaf professionals and organisations. We hope these inspire you and give you an insight into their experiences.



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## CASE STUDIES

👤 NIKKI STRATTON



There are a range of resources including:

- CASH FLOW
- PESTLE
- SWOT
- STRATEGY
- UNIQUE SELLING POINT
- DIGITAL MARKETING



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These have been designed to provide more detailed information in relation to some of the key terms in the glossary. They are downloadable resources and some provide templates for you to complete yourself.

## RESOURCES

Case studies & costs, comparing, addition, priority...  
All in one you could say most of your business will thrive.

**GET YOUR RESOURCES**



Check out the dedicated Facebook page where you can link with other people and provide support  
<https://www.facebook.com/signmediasmart/>



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## Launch of SME!

In June 2020 the project team launched the SME glossary during a Facebook live event. Delivered in international sign, the event attracted people from across Europe.



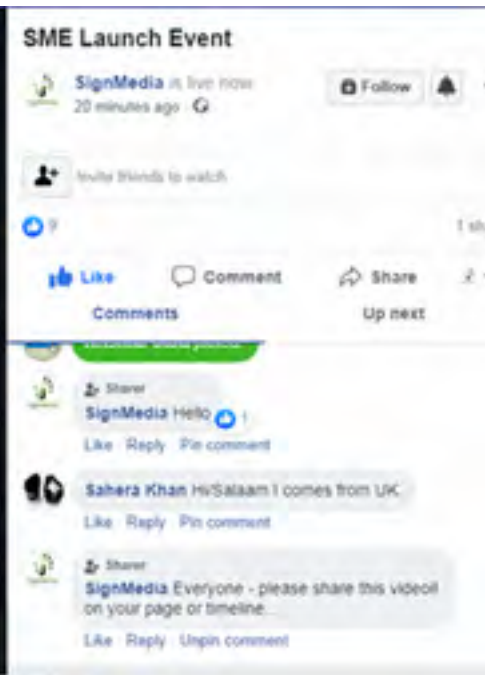
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