

## PRO TIPS (EPISODE #4): FEAR OF GETTING STARTED!

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You often have preconceived notions that scare you and prevent you from going from amateur jewelry designer to professional jewelry designer. Good news ! In this new video, Audrey answers all your questions. Something to reassure you and get started!

### 1. *I don't make enough sales, I don't need to create my own structure*

You thought you could sell your costume jewelry on markets or in an Etsy shop (or other) in good faith and without professional status? Well, no! In France, it is mandatory to have a legal status to be able to sell your DIY costume jewellery creations. Your sales, even if they are minimal, even if they are made only within the framework of your entourage, can be related to the black market. Also beware of the publications of your creations on social networks especially if they are very numerous. The consequences can be very serious.

We see you coming: "What? A professional status? But how?" Don't panic! There are websites that help you create your professional status in three clicks, or even without going to an institution. For example, on the Net-entreprise.fr website, you can create your status very simply with a minimum of administrative procedures.

If you are not a fan of administrative procedures on the Internet, you can also make an appointment at the Chamber of Commerce and Industry or the Chamber of Trades and Crafts in your town. You will be greeted in person by a person who will help you with your formalities.

And then you say to yourself: "That's all well and good, but which status should I choose?" It's true: there are many business statuses with their advantages and disadvantages. The micro-entrepreneur status is ideal to start with because it is very simplified. If you are in the process of retraining, if you are in a period of non-employment, or if you are under 25 years old, you can even benefit from various grants for business creation. In addition, registering a micro-business is free.

If you are looking for advice on how best to choose the status of your future company, contact a chartered accountant or an accountant, the CCI in your region or the Chamber of Trades and Crafts, depending on your core business, and in particular your NAF code (French classification of activities). They will give you very good advice!

### 2. *You need a minimum of study to start up*



This is not true! The creation of jewelry is an unregulated activity. You don't need to have any experience or training to create your own micro-business.

In addition to certain skills and knowledge, it will nevertheless be necessary to show a minimum of rigor and organization. Because self-employed status means bookkeeping (even if it is small and simplified), keeping a register with entries and exits, knowing the regulations in force (REACH regulations, hallmarks, HBJOAT tax, etc.), etc.

To make sure you start on the right footing and don't make any mistakes, you can take a preparatory course with your CMA. This is no longer compulsory since 2019.

### 3. I will have to inform my employer, as this will hinder my opportunities for development in my business

Before you inform your employer, take a good look at your employment contract!

If you are employed in the private sector, your employment contract may mention a non-competition, exclusivity or confidentiality clause, which prohibits or limits the exercise of any other external professional activity, regardless of the sector of activity in which it will be carried out. If this is the case, you may not be able to become self-employed even if it is a secondary activity. But all is not lost, perhaps your employer will agree to review the clauses of your contract to let you carry out your activity.

If you are a civil servant, there is probably such a clause in your employment contract. Nevertheless, combining activities is not totally forbidden for civil servants but it is subject to very strict regulations, particularly in terms of working hours and the nature of the activity carried out. If your project is close to your heart, you can try to negotiate exceptions.

### 4. I'll be able to spend all the supplies on expenses

No! More advantageous than the EI or SARL or EURL, the micro-enterprise regime is a simplified regime, but the expenses are not deductible.

### 5. I am not computer literate enough

You'll have to get started!

Yes, welcome to the digital age! If you want to boost your sales in order to make a living, you'll need to have a presence on social media with at least a Facebook page/Instagram page, have a small online shop on Etsy or your own website. To have your own merchant website, there are many website generators that offer templates (called templates) to make a first storefront quickly and easily.

If you are a real novice or if you have always been allergic to the world of computers and social networks, rest assured, there are training courses, refresher courses accessible using your CPF (personal training account), formerly DIF. For more information, we advise you to contact Pole emploi, if you are looking for a job or if you are not working, or the CCI if you are working.

To go from a private status to a professional one, there is inevitably a step to take. It requires a little involvement and time, but it can be learned very quickly. We wish you good luck in this new adventure!

