

Build a Better Business

Workshops designed to make you a successful business owner

Got What It Takes?

Business Skills
Assessment
Time Management

Thursday 8/13

Income Strategies
Setting SMART Goals
Personal Budget

9 am – 12 pm
Money Attitudes

Does Your Idea Make Cents?

Networking
Mission Statement

Thursday 8/20

Business Research
Financial Planning

9 am – 12 pm
Break-Even Analysis
Starting a Business Plan

Know Your Customers

Mission Statement
Product/Service
Description

Thursday 8/27

Benefits Analysis
Buyer Motivation
Target Market

9 am – 12 pm
Competition Analysis
Market Position
Research Plan

Communicating with

Customers

Target Market
Product/Service
Benefits Analysis

Thursday 9/3

Competitive Analysis
Marketing Strategies
Sales Projection

9 am – 12 pm
E-Commerce
Market Position

Nuts & Bolts of Business

Business Organization
Financial Research
Licenses & Permits

Thursday 9/10

Break-Even
Feasibility Model
Pricing Analysis

9 am – 12 pm
Business Plan Overview

Follow Your Money

Business Plan
Organization
Basic Recordkeeping

Thursday 9/17

Financial Statements
Cash Flow
Cash Flow Projections

9 am – 12 pm
Executive Summary

Untangling the Web

Defining E-Commerce
Getting Started
The Power of Email

Thursday 9/24

Technical, Business &
Personal Preparation
Organizing Your Site

9 am – 12 pm
Online Marketing



Small Business
Development Center
Mendocino

There is a
\$75 fee for each workshop
Fee covered with scholarship

Scholarships are available to Qualified Applicants

Pre-Registration is required

To register or request more information, contact:

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