

Small Business Training Schedule

July - Sept 2017

Nelson

July

- 14 **Bookkeeping Lab** (9-Noon)
- 18 **Business Plan 101 - Free** (9-4)
- 24 **Contests, Promotions & Events** (9-Noon)
- 28 **Bookkeeping Basics** (9-4)

August

- 3 **Search Engine Optimization** (9-1)
- 10 **Bookkeeping Lab** (9-Noon)
- 14 **Branding – Company Identity Design** (9-4)
- 15 **Google Apps for Small Business** (9-1)
- 17 **Fusion Marketing – Fusion Mind** (9-Noon)
- 22 **Design One on One apts** (1 hr apts)
- 22 **Marketing 3.0 Technology, Tradition & You** (9-4)
- 23 **Bookkeeping Basics** (9-4)
- 30 **Pinterest & Instagram for Beginners** (9-4)

September

- 6/13 **Adobe Photoshop** (9-4)
- 7 **Secret to Generating Revenue** (9-Noon)
- 12 **Facebook, Twitter & LinkedIn - Beginner** (9-4)
- 14 **Bookkeeping Lab** (9-Noon)
- 15 **Business Plan 101 - Free** (9-4)
- 19/20 **Building Your Website w Wordpress.com** (9-4)
- 21 **Smartphone Apps for Small Business** (9-1)
- 25 **Blog Like You Mean Business** (9-4)
- 26 **Selling Online 101** (9-4)
- 27 **Mac Basics for Home & Work** (9-1)
- 28 **Bookkeeping Basics** (9-4)
- 28 **Computer Lab** (6-9pm)

***Please register min. 5 business days ahead to ensure a seat and avoid course cancellation!**

Creston

July

- 5 **Bookkeeping Lab** (1-3)
- 12 **Bookkeeping Basics** (9-4)
- 26 **Business Plan 101 – Free** (9-4)

August

- 10 **Bookkeeping Lab** (1-3)
- 22 **Bookkeeping Basics** (9-4)
- 30 **Business Plan 101** (9-4)

September

- 7 **Bookkeeping Lab** (1-3)
- 28 **Bookkeeping Basics** (9-4)

Nakusp

- Jul 21 **Bookkeeping Basics** (9-4)
- Aug 11 **Bookkeeping Lab** (9-Noon)
- Sept 8 **Bookkeeping Lab** (1-4)
- Sept 22 **Business Plan 101 - Free** (9-4)



For more details or to register, please call
Community Futures Central Kootenay.

Nelson: (250) 352-1933 x 100

Creston: (250) 428-6356

Nakusp: (250) 265-3674 x201

futures.bc.ca **e:** info@futures.bc.ca

 /communityfutures  @Comm_Futures

Course Descriptions

Adobe Photoshop

Nelson: Sept 6 & 13 (9-4) – Brad Steele
\$160+GST

This intro class will cover the basic Photoshop menus and tools so that students can effectively size, crop, colour correct and photo edit their photos and scans for use in printed promotional materials, screen presentations and web sites. Topics included will be: duotones, photo collages, illustration, masks and more.

Registration Deadline: Aug 31

Blog Like You Mean Business

Nelson: Sept 25 (9-4) – Julia Gillmor
\$80+GST

Blogging is an important part of any online business. Blogs are used to raise awareness of products and services, build email lists and turn fans and followers into paying customers and clients.

The secret to creating great content is knowing the pains and desires of your ideal customer or client.

In this course we will identify your ideal customer or client known as your avatar and use that for the basis of moving forward and creating content. Along with the fundamentals of how to blog, we'll develop a list of blog topics unique to your business. We'll also discuss headlines that work, keywords and SEO, how to use images, calls to action, how & where to post your blogs (other than just your website) and a bunch of other productivity tips and tricks that will get you blogging like a pro.

Participants must already have a website and have administrative access.

Registration Deadline: Sept 20

Bookkeeping Basics

Nelson: Jul 28, Aug 23, Sept 28 (9-4) – Barb Williams
Creston: Jul 12, Aug 22, Sept 28 (9-4) – Alison Bjorkman
Nakusp: July 21 (9-4) – Marilyn Rivers
\$80+GST

You will receive instruction and assistance with setting up your own bookkeeping system using a journal method.

Learn the basics of bookkeeping, the principles of double

entry, how to keep your records organized and much more. You can choose to use a paper journal system, or if you wish, you can learn to use an Excel template that automatically totals your journals and produces financial statements. For Nelson participants - Please bring a USB drive to the class so you can take home a copy of the Excel template. For Creston participants - Please bring a laptop with Microsoft Excel if you want to learn to use the Excel template.

In Creston call Alison to register: 250-428-6356

In Nakusp call Marilyn to register: 250-265-3674 x201

Bookkeeping Lab

Nelson: Jul 14, Aug 10, Sept 14 (9-Noon) – Brenda Wiest
Creston: Jul 5, Aug 10, Sept 7 (1-3) – Alison Bjorkman
Nakusp: Aug 11, Sept 8 (1-4) – Marilyn Rivers
\$25+GST

Are you stuck on your bookkeeping? Bring along your journals, receipts, deposit books, invoices, cheque book and bank statements and we will give you some individualized attention to help you stay on track. This class is only available after completion of a "Bookkeeping Basics" workshop.

In Creston call Alison to register: 250-428-6356

In Nakusp call Marilyn to register: 250-265-3674 x201

Branding - Company Identity Design

Nelson: Aug 14 (9-4) – Brad Steele
\$80 +GST

Company branding starts with creating an identity (logo) for your business as it's an essential way to communicate your business philosophy and offerings with your customers. This class will give you the fundamentals to design your own professional-looking company business logo. We'll cover basic design principles, ideation phase, creative concept phase, typography, colour theory and file formats.

Registration Deadline: Aug 9

Building Your Website with WordPress.com

Nelson: Sept 19 & 20 (9-4) - Nikta Boroumand
\$300+GST

In this hands-on two-day workshop, you will learn to create, build and manage your own website using the world's leading open source web publishing platform, WordPress.com. Bring your text, images, and imagination to build your own fully functioning website (with free hosting) in this two-day workshop. Workshop format involves some lecture and demonstration, but is centered on participants engaged in their own website project. With a small class size, there is plenty of time for questions and one-on-one instruction. Participants must have intermediate computer and Internet skills, including experience with software such as Microsoft Word, and ability to navigate folders for accessing and saving documents and images. You must also have a web email account that can be accessed during the workshop.

Register by: Sept 13 More info:

www.bigbrowneyes.ca/posts/wordpress-com-workshop/

Business Plan Writing 101

Nelson: Jul 18 & Sept 15 (9-4) – Chris Holland
Creston: Jul 26 & Aug 30 (9-4) – Alison Bjorkman
Nakusp: Sept 22 (9-4) – Marilyn Rivers
FREE

A business plan is an essential tool for you as a business owner. It organizes your ideas and helps analyze the viability of your business before you start it. This interactive workshop will help you clarify your business concept and explain the basics of a business plan. You will be provided a basic business plan template, worksheets and resources to help you complete your own business plan. Whether you just have a business idea or you're further along in your research, this course may be right for you!

This course is free but pre-registration is required.

In Creston - call Alison to register: 250-428-6356.

In Nakusp – call Marilyn to register: 250-265-3674 x201

Computer Lab

Nelson: Sept 28 (6-9pm) – Sharron Swan
\$12.50+GST

Take advantage of the computer labs to work on your own projects but have the expertise of Sharron to help troubleshoot and offer tips to get your projects done. Sharron is extremely well versed in Microsoft products such as Word, Excel, Access, Publisher, PowerPoint, FrontPage, Expression and is a whiz with mobile website design, HTML, QR Code Marketing, SEO, Business Facebook and much more!

Registration Deadline: Sept 21

Contests, Promotions & Events

Nelson: Jul 24 (9-Noon) – Chris Holland
\$40 +GST

Creating a Promotion, Contest or Event is an excellent way to market your business and with social media it becomes even more effective. When you create a marketing campaign that gets attention and is remembered, you will retain loyal customers and gain new ones. In this workshop you will learn the fundamentals of creating promotions and discover how to make your marketing come alive online.

Registration Deadline: July 21

Design One on One

Nelson: Aug 22 (1 hr apts) – Brad Steele
\$60+GST

Book a one-on-one appointment for a project critique or a little extra help from our Graphic Design instructor, Brad Steele. A perfect follow up class to 'Promotional Material Design', 'Adobe Illustrator' or 'Branding - Company Identity Design'. Appointment time must be pre-scheduled, call reception: 250-352-1933 x100.

Registration Deadline: Aug 16

Facebook, Twitter & LinkedIn (Beginner)

Nelson: Sept 12 (9-4) – Chris Holland
\$80+GST

Learn the basics on how to use Facebook, Twitter and LinkedIn to benefit your business and bring you more customers. The morning will be spent talking about why these platforms are useful and how to gain a wider audience. The afternoon is in the computer lab where you will set up your Facebook Business page, Twitter and LinkedIn profiles and start using them!

Registration Deadline: Sept 8

Fusion Marketing – Fusion Mind

Nelson: Aug 17 (9-Noon) – Chris Holland
\$40 +GST

Fusion marketing is working in a collaborative way with other businesses for mutual profitability. This course looks at the theoretical and practical uses of Fusion and focuses on the best methods for individual venture. Includes hands-on instructions on how to find your best fusion. You will walk away with an individualized prospect list, and a clear action plan to implement.

Google Apps for Small Business

Nelson: Aug 15 (9-4) – Zeb Hansell
\$100 +GST

This class will teach you what Google Apps are and how you can use them to better your business, workflow, security and collaborations. We will work hands-on within the settings of a Google Account. We will use cloud based applications to create spreadsheets with graphical charts using Google Sheets and we will create documents and style them to look better in Google Docs. We will cover the Google Drive options and how using the Cloud can benefit your business and productivity. Then we will demonstrate a collaborative process using Google Apps and the Cloud. Students should already have access to a Google account, such as Gmail and/or YouTube. Join in and get a handle on how you can use these tools every day to benefit your workflow. **Register by: Aug 9**

Mac Basics for Home and Work

Nelson: Sept 27 (9-1) – Zeb Hansell
\$60 +GST

Apple computers are great for beginners and power users. As with all technology, it comes with a learning curve. So if you are still feeling like you don't know how to work and play on your Mac, this class is for you. We will cover the basics in Apple computer usage and walk you through the process of downloading from the internet, file management, attachments and email best practices, and learn about a variety of free software to make your computer even more powerful.

This half day class is aimed at beginners and will touch on some intermediate hotkeys, tips and tricks. Bring your Mac if possible!

Registration Deadline: Sept 22

Marketing 3.0: Technology, Tradition and You

Nelson: Aug 22 (9-4) – Chris Holland
\$80+GST

In this course we will cover the marketing advantages of combining new technology with traditional marketing models while taking into account the importance of your relationship with both.

Learn how to use mobile apps and social media to reach potential customers and build a personal relationship and how this fits with your broader marketing strategy.

You'll leave the workshop with a better understanding of how to fuse together Sales, Promotions, Events, Publicity, Advertising and Social Media Campaigns to create fluid, effective and fun marketing campaigns. We will review the advantages of today's devices and, where the future is going and what will work for you. We will also learn to combine the traditional marketing techniques to get the right attention with technology. Finally we will see the big picture: Marketing 3.0 brings it all together.

Pinterest & Instagram for Beginners

Nelson: Aug 30 (9-4) – Chris Holland
\$80+GST

Learn to use the mobile apps 'Pinterest' and 'Instagram' to reach potential customers and/or promote a virtual store. Instagram is visual digital organizer that will help you to present images of your business in a professional manner; it is also a complement to other Social Media and a potential hot spot for business. This workshop will review the features of Pinterest and Instagram and help you understand how best to use them to market your business, your products/services and yourself. You'll also learn how to set up your accounts and find new followers.

Registration Deadline: Aug 28

Search Engine Optimization

Nelson: Aug 3 (9-1) - Zeb Hansell
\$60+GST

Are people able to find your website quickly and easily? Search Engine Optimization (SEO) is a complex subject but it doesn't have to be. This class explains SEO best practices and demonstrates the tools that will simplify the process. SEO has changed a lot over the years updating to bring us smarter and better results. Join us to hone your optimizing skills in this half-day class. Target your customers with helpful tips and tricks.

Registration Deadline: July 28

Secret to Generating Revenue

Nelson: Sept 7 (9-Noon) – Chris Holland
\$40+GST

The secret to generating revenue is easier than you think. Many successful entrepreneurs, corporations & social enterprises use this model with amazing results. Some people find this to be an intimidating & frustrating part of their venture but when you understand the principles and opportunities you will be excited to not only reach your revenue goals but grow them. You will discover the special ingredients & super-secret formula to increase your revenue. This inspirational step-by-step process will give you a fresh perspective and clear vision to embark on your quest to generate more income.

Selling Your Products Online 101

Nelson: Sept 26 (9-4pm) – Nikta Boroumand
\$120+GST

This is not a computer workshop; the formatting is a combination of lectures, presentations and Q&A. Explore ways to sell your products online like online Marketplaces (eg: Amazon), Online Craft Fairs (eg: Etsy), Social Networks (Facebook) as well as your own online storefront. But before you pull up your sleeves to build an online store, there are some fundamental elements that you must account for like how to package, ship, accept payments, and provide customer support just to name a few. Learn about the components required for building a successful online store that generates income. You will get an introduction to the basics of trusted online services, as tools for selling online: PayPal integration, WordPress.com for Artisans, Wufoo forms, Etsy, Wix, Volusion, Squarespace and Shopify. You will also learn about the importance of understanding regulations and legalities of selling online in Canada with tips as to where to find this information. **Deadline to register: Sept 20**

Smartphone Apps for Small Business

Nelson: Sept 21 (9-1pm) – Zeb Hansell
\$60+GST

Turn your phone or tablet into a personal assistant and productivity aid. Take daily tasks to the next level with clever user interface designs and tracking capabilities; keep detailed records, take better notes, present, share and collaborate, brainstorm and create like never before. Thanks to mobile technology we can customize our workflow and tool set to suit our productivity needs. This course is specific for Apple apps (iOS) and devices – although many apps covered may also be available for Android, Blackberry and/or other devices. With so many options in the app store it's hard to know where to begin or how to choose. See the best in action and get your questions answered in this full day of Mobile App training. **Registration Deadline: Sept 15**