

# Small Business Training Schedule

April - June 2017

## Nelson

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### April

- 4 Prezi for Great Presentations (9-Noon)
- 11 Computer Lab (6-9pm)
- 12 Bookkeeping Lab (9-Noon)
- 19/20 Adobe Illustrator (9-4)
- 25 Google Apps for Small Business (9-4)
- 25 Me Inc. - Free (6:30-8:30pm)
- 26 Fusion Marketing – Fusion Mind (9-Noon)
- 28 Publicity Made Simple (9-Noon)

### May

- 3 Bookkeeping Lab (9-noon)
- 5 Pinterest & Instagram for Beginners (9-4)
- 9 Selling Your Products Online 101 (9-4)
- 11 Smartphone Apps for Small Business (9-1)
- 15 Secret to Generating Revenue (9-Noon)
- 16 Branding – Company Identity Design (9-4)
- 17/18 Building Your Website w Wordpress.com (9-4)
- 25 Business Plan 101 - Free (9-4)
- 29 Organize Your Office (9-4)
- 30 One on One Design (1 hr apts)
- 30 Mastering Productivity & Time Management (9-4)
- 31 Falling Into Business w the One U Love (9-4)

### June

- 1 Blog Like You Mean Business (9-Noon)
- 2 Facebook Twitter LinkedIn - Beginner (9-4)
- 6 Mac Basics for Home & Work (9-1)
- 6 Conflict Resolution (9-4)
- 7 Bookkeeping Lab (9-Noon)
- 13 Building Your Website w Squarespace.com (9-4)
- 15 Bookkeeping Basics (9-4)
- 21 E-Commerce for Squarespace.com (9-4)
- 23 Facebook Advertising (9-Noon)
- 28 Me Inc. - Free (6:30-8:30pm)

## Creston

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### April

- 7 Business Plan 101 – Free (9-4)
- 11 Bookkeeping Lab (9-Noon)

### May

- 9 Bookkeeping Lab (9-Noon)
- 17 Business Plan 101 – Free (9-4)
- 24 Bookkeeping Basics (9-4)
- 30 Me Inc. – Free (2-4)

### June

- 6 Bookkeeping Lab (9-Noon)
- 21 Business Plan 101 – Free (9-4)

## Nakusp

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- Apr 21 Bookkeeping Basics (9-4)
- May 26 Bookkeeping Lab (1-4)
- Apr 10, May 19, Jun 26 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

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

## Course Descriptions

### *Adobe Illustrator*

**Nelson:** Apr 19 & 20 (9-4) – Brad Steele  
\$160+GST

These workshops cover the basic fundamentals of working with Adobe Illustrator to create company logos, brochures and other illustration projects. Principles include: vectors vs. pixels, tools, palettes, formats, layers, shapes trans-forms, filters, effects, transparency and much more! Basic knowledge of computers is a pre-requisite. **Registration Deadline: Apr 13**

### *Blog Like You Mean Business*

**Nelson:** Jun 1 (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: May 26**

### *Bookkeeping Basics*

**Nelson:** June 15 (9-4) – Barb Williams  
**Creston:** May 24 (9-4) – Alison Bjorkman  
**Nakusp:** Apr 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:** Apr 12, May 3, Jun 7 (9-Noon) – Wade Sather  
**Creston:** Apr 11, May 9, Jun 6 (9-Noon) – Alison Bjorkman  
**Nakusp:** May 26 (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:** May 16 (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: May 11**

## *Building Your Website with Squarespace.com*

**Nelson:** Jun 13 (9-4) – Nikta Boroumand  
\$150 +GST

Build your website with Squarespace's beautiful and easy to use interface. Squarespace is a rich publishing platform providing many awesome features out of the box. Free Trial period. A paid plan is required after the trial ends. Bring your website logo, text and images to get the most out of this workshop. **Register by Jun 8**

## *Building Your Website with WordPress.com*

**Nelson:** May 17 & 18 (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: May 12** More info:

[www.bigbrowneyes.ca/posts/wordpress-com-workshop/](http://www.bigbrowneyes.ca/posts/wordpress-com-workshop/)

## *Business Plan Writing 101*

**Nelson:** May 25 (9-4) – Chris Holland  
**Creston:** Apr 7, May 17, June 21(9-4) – Alison Bjorkman  
**Nakusp:** Apr 10 & Jun 26 (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:** Apr 11 (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: Apr 5**

## *Design One on One*

**Nelson:** May 30 (1 hr appts) – Brad Steele  
\$50+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: May 24**

## *Conflict Resolution - Mastering Challenging Conversations*

**Nelson:** Jun 6 (9-4pm) – Charlotte Ferreux  
\$80 +GST

Are you having problems communicating and achieving the right results with employees, coworkers, senior staff, or even at home? Do you want to learn new tools to increase your confidence with having hard conversations? Would you like to know tips on giving feedback to increase an effective work environment? This dynamic class will show you how to make these conversations easier and get real results.

**Registration Deadline: May 31**

## *E-Commerce for Your Squarespace Website*

**Nelson:** Jun 21 (9-4) – Nikta Boroumand  
\$150

Add eCommerce including your product or service, payment gateways, shipping details, etc to your Squarespace website. A paid upgrade to your **existing Squarespace website** is required. Bring your product info, images and payments account details to have your eCommerce up and running in a day!

**Registration Deadline: Jun 15**

## *Facebook Advertising*

**Nelson:** Jun 23 (9-Noon) – Chris Holland  
\$40+GST

Facebook advertising has many advantages for entrepreneurs and small businesses. Facebook allows advertisers to target a specific group of people based on age, personal interests and more. When done right, these ads can reach a large audience for a small cost.

In this class we will review how to set up a Facebook advertisement campaign and how to create advertisements that get the attention of your target demographic. To help you get inspired, we will also review different types of campaigns and analyse their impact and see if they achieved their marketing goals. Participants must already have an existing Facebook *Business Page* and know how to log into it.

## *Facebook, Twitter & LinkedIn (Beginner)*

**Nelson:** Jun 2 (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: May 31**

## *Falling Into Business with the One You Love*

**Nelson:** May 31 (9-4) – Jan Wright  
\$80

Running a business can be a challenging endeavour and starting and running one with your significant other, spouse or special partner adds whole new layers of complexity and personal challenges. When operating a business, the lines of work and personal life begin to blur together for couple-entrepreneurs. They often find themselves answering work emails at the dinner table or problem solving when they should be enjoying a shared social activity. Sometimes couple - entrepreneurs need a neutral place to discuss the challenges they face combined with learning new approaches to working together as both a couple and business partners. This workshop is designed for couples who have entered the world of entrepreneurship together and are looking for tips, techniques, insights and success stories that will support their business success and well-being.

**Registration Deadline: May 25**

## *Fusion Marketing – Fusion Mind*

**Nelson:** Apr 26 (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:** Apr 25 (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: Apr 20**

### *Mac Basics for Home and Work*

**Nelson:** Jun 6 (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: Jun 1**

### *Mastering Productivity & Time Management*

**Nelson:** May 30 (9-4) – Charlotte Ferreux  
\$80 +GST

Do you often wonder where your time goes and how to get more of it? Juggling many roles requires us to work at an elevated level, but often at a cost. Do you have the tools to know how to create the disciplines required to amplify your productivity and time management skills? Take this workshop as we dig deep into the daily changes you can make to elevate your production rate. Learn methods that are simple to understand and easy to apply (but yes, consistency is required!)

**Registration Deadline: May17**

### *Me Inc.*

**Creston:** May 30 (2-4pm)  
**Nelson:** Apr 25 & Jun 27 (6:30-8:30pm)  
**FREE**

Have you ever consider being an entrepreneur but have hesitated about taking the next steps? This information-packed workshop, presented by the Basin Business Advisors Program, will help you understand the

sometimes mysterious world of entrepreneurship.

Topics include: Do you have what it takes to become an entrepreneur? An exploration of trends – what's hot and what's not! Step by Step action plan to help you turn your dream into reality. Pre-registration is required. Visit [www.bbaprogram.ca](http://www.bbaprogram.ca) to register or call 1-855-510-2227.

### *Organize Your Small Business Office*

**Nelson:** May 29 (9-4pm) – Jen Heale  
\$80 +GST

An unorganized office can lead to a lot of unnecessary stress for a business owner and can reflect negatively on the business. Not having systems for your paper work is overwhelming when it's time to pay bills, invoice, do bookkeeping, taxes, or simply find specific information. Being a business owner is stressful enough, don't make it harder than it already is. We all feel too busy to take the time to organize but the reality is, it takes more time when we are not organized. This workshop will give you tools to keep your paper under control. You will work with the instructor to set up your own customized filing system for your business - a must for every business owner! **Participants must bring:** 1. Their business files or papers (no more than a box) to have an idea of what files to create. (If you are just starting out, we will start from scratch.) 2. A box of legal/letter size hanging files 3. A package/box of manila files, 4. A bankers box or plastic file box (to hold files). \*All of these supplies can be purchased at an office supply store or department store. This course is designed for those who have already written their Business Plan. **Reg Deadline: May 24**

### *Pinterest & Instagram for Beginners*

**Nelson:** May 5 (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: May 2**



## *'Prezi' for Great Presentations*

**Nelson:** Apr 4 (9-Noon) – Zeb Hansell  
\$50+GST

Great public speaking is an art, and now it is common to use visuals, sound and even video. You can use **Prezi** to create unique, outstanding visual presentations with ease! Prezi has *several advantages* to the more familiar 'Powerpoint' and will give you results sure to *wow* your audience and give you an edge. Prezi is a free online application, available to all who create an account at [prezi.com](http://prezi.com). In this class you will learn to master the navigation, create your own template using your brand and enhance your next public speaking event with rich multimedia and attractive animations. **Deadline to register: Mar 31**

## *Publicity Made Simple*

**Nelson:** Apr 28 (9-Noon) – Chris Holland  
\$40+GST

Getting publicity for you and your business is one of the most powerful, yet cost effective promotional tactic you can learn. The rules are simple and straight forward, and conventions must be followed to achieve success, but the pay-off is well worth the effort. There are many ways to increase your publicity, and the more creative you can be, the more response you will most likely get. Today's social media also provides advantages that make publicity even more effective and a must for everyone's business. This workshop will cover the basics of publicity, what it is, why you should use it, and how to get it. We will discover the usefulness of the Press Release, and how to use it in conjunction with Traditional and Social Media.

## *Secret to Generating Revenue*

**Nelson:** May 15 (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:** May 9 (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, Volution, 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: May 3**

## *Smartphone Apps for Small Business*

**Nelson:** May 11 (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: May 5**