

# Small Business Training Schedule

Jan – Mar 2018

## Nelson

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### January

- 16 Bookkeeping Lab (9-Noon)
- 23/30 DIY Videos for Small Business (9-4 both days)
- 24 Managing Effectively for High Staff Retention (9-4)
- 26 Bookkeeping Basics (9-4)
- 29 Social Media Demystified – Free (12-1ish)
- 30 Me Inc – Free (1:30-3:30)

### February

- 1 Trans 101 – Intro to Gender Identity – Free (12-1ish)
- 2 Fusion Marketing – Fusion Mind (9-1)
- 6 Search Engine Optimization (9-1)
- 7 Facebook Twitter LinkedIn for Beginners (9-4)
- 8 Selling Online 101 (9-4)
- 14 Bookkeeping Lab (9-Noon)
- 15 How to Write Killer Sales Copy (9-1)
- 19 Business Plan 101 (9-4)
- 20 Branding - Company Identity Design (9-4)
- 21/22 Building Yr Website w WordPress.com (9-4)
- 23 Bookkeeping Basics (9-4)
- 27 Secret to Generating Revenue (9-Noon)
- 28 Tax Returns for Sole Proprietors (9-Noon)

### March

- 1 Mailchimp 101 – Small Business Email Mktg (9-1)
- 2 Facebook Advertising (9-1)
- 6 Design One on One (1hr appts)
- 7 Conflict Resolution: Mastering Challenging Conversations (9-4)
- 8/9 Building Yr Online Store w Shopify.com (9-4)
- 13 Bookkeeping Lab (9-Noon)
- 14 Mac Basics for Home & Work (9-4)
- 20 Improving Your Sales Efforts (9-Noon)
- 21 Bookkeeping Basics (9-4)
- 27 Me Inc. – Free (6:30 – 8:30)
- 28 Podcast 101 – Beginners Guide to Producing and Publishing (9-4)

## Creston

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### January

- 9 Business Plan 101 – Free (9-4)
- 16 Bookkeeping Lab (1-4)

### February

- 8 Bookkeeping Lab (1-4)
- 16 Business Plan 101 – Free (9-4)
- 20 Me Inc. – Free (1-3)
- 21 Tax Returns for Sole Proprietors (9-Noon)
- 27 Bookkeeping Basics (9-4)

### March

- 5 Bookkeeping Lab (1-4)
- 22 Business Plan 101 – Free (9-4)

## Nakusp

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- Jan 12 Bookkeeping Lab (1-4)
- Feb 9 Bookkeeping Lab (1-4)
- Mar 9 Bookkeeping Basics (9-4)
- Mar 23 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

### *Bookkeeping Basics*

**Nelson:** Jan 26, Feb 23, Mar 21 (9-4pm) – Barb Williams

**Creston:** Feb 27 (9-4) – Alison Bjorkman

**Nakusp:** Mar 9 (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:** Oct 17, Nov 16, Dec 19 (9-Noon) – Brenda Wiest

**Creston:** Jan 16, Feb 8, Mar 5 (1-4) – Alison Bjorkman

**Nakusp:** Jan 12 & Feb 9 (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

### *Building Your Online Store w Shopify.com*

**Nelson:** Mar 8 & 9 (9-4) – Nikta Boroumand  
\$300+GST

In this hands-on, two-day workshop you will learn to create, build and manage your own online store using one of the leading Software as Service platforms: Shopify. Bring your product description and photos, other text (eg. shipping details, logos, images) and imagination to craft your own fully functioning online store (with a free 14 day trial from Shopify) by the end of the workshop. The 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 help. Shopify offers a free 14 day trial of software. Plans start as low as \$15/month to include online store interface, secure payments, shipping and built-in and third party payment gateway options. Examples of local Shopify stores: <http://backdirtroad.ca> and <http://culinary-conspiracy.com>.

**Deadline to register: Mar 2**

### *Building Your Website with WordPress.com*

**Nelson:** Feb 21 & 22 (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: Feb 16** More info:

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

## *Business Plan Writing 101*

**Nelson:** Feb 19 (9-4) – Chris Holland

**Creston:** Jan 9, Feb 16, Mar 22 (9-4) – Alison Bjorkman

**Nakusp:** Mar 23 (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

## *Branding - Company Identity Design*

**Nelson:** Feb 20 (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: Feb 15**

## *Conflict Resolution - Mastering Challenging Conversations*

**Nelson:** Mar 7 (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: Mar 1**

## *Design One on One*

**Nelson:** Mar 6 (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: Mar 1**

## *DIY Videos for Small Business*

**Nelson:** Jan 23 & 30 (9-4) – Zeb Hansell

\$200+GST

People love watching videos online. Video can be extremely effective for business marketing to boost your product and brand awareness. This 2 part workshop will aid you in planning, shooting and editing video for your business. Students must have a recording device for shooting video, and a computer for editing. Instruction in editing video on both windows and mac is available. Explore different software and resources that help get the job done. Learn to optimize your YouTube channel and upload your video to gain exposure in your markets.

**Deadline to Register: Jan 17**

## *Facebook Advertising*

**Nelson:** Mar 2 (9-1) – Chris Holland

\$50+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:** Feb 7 (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! Bring photos etc if you have them.

**Registration Deadline: Feb 5**

## *Fusion Marketing – Fusion Mind*

**Nelson:** Feb 2 (9-1) – Chris Holland  
\$50+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.

## *How to Write Killer Sales Copy*

**Nelson:** Feb 15 – Julia Gillmor  
\$60+GST

If you do online sales (or plan to), you need to communicate in an effective way that moves people to take action. Sales Copy and Sales Pages (also known as 'landing pages') use particular formulas and language written with the intention of encouraging people to invest in your product or service. Whether you want people to sign up for your email list, your opt-in, register for a webinar or class, follow you on social media or make a purchase you need to persuade your reader to take action!

In this course you will learn the steps to create an actual sales page and uncover the elements of writing sales copy. You will leave with a step by step guide that you can use anytime you need to create a new sales page for your product or service.

**Registration Deadline: Feb 9**

## *Improving Your Sales Efforts*

**Nelson:** Mar 20 (9-Noon)  
\$40+GST

The overall success of your business depends largely on how well you market and sell your products and services. In this session you will learn how to improve and grow your sales efforts, without driving yourself crazy. We will use fun and easy to follow steps and methodologies that are specifically designed to help you overcome obstacles and maximize your sales endeavours. This class is an excellent opportunity to review and update your current efforts and overcome any challenges you may be facing.

## *Mailchimp 101 – Small Business email Marketing*

**Nelson:** Mar 1 (9-1) – Anthony Sanna  
\$60+GST

Whether you need to sell your products, announce some big news, or tell a story, email is a creative, efficient and profitable way to share your message. From small shops to big online retailers— MailChimp (the world's biggest email marketing platform) helps millions of business owners find their audience, engage their customers, and build their brand. You'll be walked through the basics of email list building, the process of creating a MailChimp account and learn the best practices to create your own email campaigns. Participants will be creating their own account and working on it during the class.

**Registration Deadline: Feb 23**

## *Mac Basics for Home and Work*

**Nelson:** Mar 14 (9-4) – Zeb Hansell  
\$100+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: Mar 9**

## *Managing Effectively for High Staff Retention*

**Nelson:** Jan 24 (9-4) – Charlotte Ferreux  
\$80+GST

Have you ever felt like you have to do everything on your own and that you can't trust your team to complete tasks when you're not around? This course will help you understand the processes that allow you manage for results. I will walk you through the importance of foundational training, creating evaluation processes, how to set your team up with clear metrics and what it means to follow up! We will also discuss tips on retaining staff so that you aren't constantly hiring and training. You will leave this workshop having analyzed the bottlenecks that hold you back from achieving being a leader versus being a manager; you will have created specific tools that you will be able to use immediately, and most importantly you will leave understanding your impact in developing your team to success. **Registration Deadline: Jan 18**

## *Me Inc.*

**Nelson:** Jan 30 (1:30-3:30) Mar 27 (6:30-8:30pm)  
**Castlegar:** Feb 27 (6:30-8:30pm)  
**Creston:** Feb 20 (1-3pm)  
FREE

Have you ever wondered about becoming an entrepreneur? Taking your training or skills to a new level and running your own show? Launching a start-up? Maybe buying a business and running it? The Me Inc. workshop is designed to answer your questions. In just 2 hours we will review critical decision points for making the transition, support resources and other details like:

- what it is to be an entrepreneur (pros, cons, lifestyle considerations);
- types of business entities (for profit, non-profit, co-ops);
- business models (brick and mortar versus online);
- product types (pros, cons);
- common pitfalls and motivations; and
- how to get started (support services, best practices).

\*\*NOTE: The Me Inc. workshop does not include writing a business plan. **Pre-registration is required:** Visit [www.bbaprogram.ca](http://www.bbaprogram.ca) or call 1-855-510-2227 to secure a seat.

In Castlegar – Castlegar Chamber of Commerce

In Creston – Creston Valley Chamber of Commerce

## *Podcast 101 – Beginners Guide to Producing & Publishing*

**Nelson:** Mar 28 (9-4) – Anthony Sanna  
\$100+GST

When it comes to small business marketing, publishing a podcast about your product or service is an excellent way to build authority and become known as a go-to person in your field. Podcasting can be a powerful tool that naturally draws attention to you and your business. Essentially, as a podcaster with recognized authority, prospects, clients and customers will come to you for your products and service. In this course, you'll learn the basics and best practices of podcast creation – from idea development to communication techniques to equipment requirements and more. Whether you're serious about starting a podcast or just want to know more, this course is for you. Please bring a pair of headphones or earbuds.

**Registration Deadline: Mar 23**

## *Search Engine Optimization*

**Nelson:** Feb 6 (9-1) - Zeb Hansell  
\$60+GST

Search Engine Optimization (SEO) is a complex subject but it doesn't have to be. This class explains the best practices of SEO today and demonstrates some tools to help simplify the process, including many Google Analytics apps, Yoast SEO and more. Note, this class is best if you are using a Wordpress website, but is not mandatory. SEO has changed a lot along with all technology to bring us smarter and better results - websites need to follow modern standards. Bring your computer along, and join us to hone your optimizing skills in this half-day class. Target your customers with uber helpful tips and tricks. **Reg Deadline: Feb 1**



## *Secret to Generating Revenue*

**Nelson:** Feb 27 (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:** Feb 8 (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: Feb 2**

## *Social Media De-mystified (lunch hour info session)*

**Nelson:** Jan 29 (Noon – 1ish) – Chris Holland  
FREE

Are you still waiting to use social media to market your service or product? Confused by the options? Here's a brief overview of easy and inexpensive (or free) ways to market to a big audience with huge results. Bring your lunch and be prepared for a fun filled, action packed info session!

**This session is free but pre-registration is required!**

## *Tax Returns for Sole Proprietorships*

**Nelson:** Feb 28 (9-Noon)  
**Creston:** Feb 21 (9-Noon) – Barb Williams  
\$40+GST

If you are considering filing your own tax return this year, this is the workshop for you. You will receive instruction, practice and tips on completing a Statement of Business Activities for your small business that will get filed along with your T1 General tax return. Even if you have your tax returns prepared for you, this workshop will increase your awareness of the tax process and what information is required to complete your small business' tax return.

**In Creston** you will need to bring your own laptop and call Alison to register: 250-428-6356

## *Trans 101 – How to Be an Ally to the Trans Community (lunch hour info session)*

**Nelson:** Feb 1 (Noon – 1ish) – Christopher Moore  
FREE

Learn about terminology, pronouns, gender assumptions, misconceptions, how to be an ally. A documentary, Souls of our Students, on Trans and Non-binary youth will be shown and lots of time for question and dialogue about Trans and Non-binary awareness in your business or workplace. Bring your lunch and your questions.

**This session is free but pre-registration is required!**