

Small Business Training Schedule

April - June 2018

Nelson

April

- 11 **Conflict Resolution** (9-4)
 - 17 **Business Plan 101 – Free** (9-4)
 - 18 **Bookkeeping Lab** (9-Noon)
 - 19/ 20 **Building Your Website with WordPress** (9-4)
 - 24 **Publicity: The New Media Advantage** (9-Noon)
 - 26 **Bookkeeping Basics** (9-4)
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May

- 1 **Branding: Company Identity Design** (9-4)
 - 2/9 **DIY Videos for YouTube** (9-4 both days)
 - 4 **Pinterest & Instagram for Beginners** (9-4)
 - 8 **Computer Lab** (6-9pm)
 - 8 **Me Inc. – Free** (6:30-8:30pm)
 - 10 **Blog Like You Mean Business** (9-4)
 - 14 **Social Media Demystified – Free** (12-1:30ish)
 - 15 **Bookkeeping Lab** (9-Noon)
 - 17 **Selling Your Products Online 101** (9-4)
 - 23 **Bookkeeping Basics** (9-4)
 - 25 **Facebook Twitter LinkedIn for Beginners** (9-4)
 - 30 **Search Engine Optimization** (9-1)
 - 30/June 6 **Communicating With Clarity** (10-12)
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June

- 6 **Smartphone Apps for Small Business** (9-1)
- 7 **WordPress.com Lab** (9-1)
- 8 **Falling into Business with the One You Love** (9-4)
- 12 **Bookkeeping Lab** (9-Noon)
- 12 **The Art of Instruction: How to Teach What You Know** (9-4)
- 13 **Mac Basics for Productivity**(9-4)
- 14 **Facebook: How to Engage Your Audience** (9-1)
- 15 **MailChimp 101: Small Business Email Marketing** (9-1)
- 19 **Fusion: The Future of Digital Marketing** (9-1)
- 20 **Mastering Productivity & Time Management** (9-4)
- 22 **Business Plan 101 – Free** (9-4)
- 26 **Writing Your Business Story** (1-4)
- 26 **Me Inc. – Free** (6:30-8:30pm)
- 27 **Bookkeeping Basics** (9-4)

Creston

April

- 5 **Bookkeeping Lab** (1-3)
 - 10 **Bookkeeping Basics** (9-4)
 - 25 **Business Plan 101 – Free** (9-4)
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May

- 8 **Bookkeeping Lab** (9-11am)
 - 14 **Bookkeeping Basics** (9-4)
 - 29 **Me Inc. – Free** (1-3)
 - 30 **Business Plan 101 – Free** (9-4)
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June

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

Nakusp

- April 20 **Bookkeeping Lab** (1-4)
- April 24 **Me Inc. – Free** (New Denver) (1-3)
- May 11 **Bookkeeping Lab** (1-4)
- June 8 **Bookkeeping Basics** (9-4)
- June 29 **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 x 201

Visit: futures.bc.ca

Email: info@futures.bc.ca

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Course Descriptions

The Art of Instruction: How to Teach What You Know

Nelson: Jun 12 (9-4) – Carmen Ditzler
\$80+GST

Want to incorporate teaching into your business? In this workshop, instructor Carmen Ditzler brings a careers-worth of knowledge as she guides you through styles of teaching, how to plan your class, what to do when you hit a rough patch, and more. This workshop takes a learner-centered approach, focusing on how to make your teaching fun and effective.

Registration deadline: June 7

Blog Like You Mean Business

Nelson: May 10 (9-4) – Julia Gillmor
\$80+GST

Bloggging is an important part of online business, raising awareness of products and services, building email lists, and turning fans and followers into paying customers and clients. Creating great content means knowing the pains and desires of your ideal customer/ client. Along with the fundamentals blogging, you'll develop a list of blog topics unique to your business. Learn about headlines that work, keywords/ search engine optimization (SEO), how to use images, calls to action, how and where to post your blogs (other than just your website), and other productivity tips and tricks. Participants must have a website and administrative access.

Registration deadline: May 7

Bookkeeping Basics

Nelson: Apr 26, May 23, Jun 27 (9-4pm) – Barb Williams

Creston: Apr 10, May 14, Jun 20 (9-4) – Alison Bjorkman, call 250-428-6356 to register

Nakusp: Jun 8 (9-4) – Marilyn Rivers, call 250-265-3674 x201 to register
\$80+GST

Learn how to set up your own bookkeeping system using a journal method. This workshop covers the principles of double entry, how to keep your records organized, and more. Choose between paper journal system or Excel template that automatically totals your journals and produces financial statements.

Nelson participants: bring a USB drive so you can take home a copy of the Excel template. **Creston participants:** bring a laptop with Microsoft Excel if you want to learn to use the Excel template.

Bookkeeping Lab

Nelson: Apr 18, May 15, Jun 12 (9-12pm) – Brenda Wiest

Creston: Apr 5 (1-3), May 8 (9-11am), Jun 7 (1-3pm) – Alison Bjorkman, call 250-428-6356 to register

Nakusp: Apr 20, May 11 (1-4pm) – Marilyn Rivers, call 250-265-3674 x201 to register
\$25+GST

Are you stuck on your bookkeeping? Bring your journals, receipts, deposit books, invoices, chequebook, and bank statements and we will give you individualized attention to help you stay on track.

Note: this class is only available after completion of **Bookkeeping Basics**.

Branding: Company Identity Design

Nelson: May 1 (9-4) – Brad Steele
\$80+GST

Company branding starts with creating an identity, i.e. the logo. The logo communicates your business philosophy and offerings to your customers. This class covers basic design principles, ideation phase, creative concept phase, typography, colour theory, and file formats, giving you the design fundamentals needed to create a professional-looking logo.

Registration deadline: April 26

Building Your Website with WordPress.com

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

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 a fully functioning website (with free hosting). Workshop includes lecture and demonstration, but mostly focuses on participants building their own website. There is plenty of time for questions and one-on-one instruction.

Students must have intermediate computer and internet skills, including: experience with software such as Microsoft Word; an ability to navigate folders for accessing and saving documents and images; and an accessible web email account.

Registration deadline: April 13

More info: www.bigbrowneyes.ca/posts/wordpress-com-workshop

Business Plan 101

Nelson: Apr 17 & Jun 22 (9-4) – Chris Holland

Creston: Apr 25, May 30 (9-4) – Alison Bjorkman, call 250-428-6356 to register

Nakusp: Jun 29 (9-4) – Marilyn Rivers, call 250-265-3674 x201 to register

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 helps you clarify your business concept and explain the basics of a business plan. You will receive a basic business plan template, worksheets, and resources to help you complete your own business plan. Whether it's just an idea or you're further along in your business research, this course is for you!

This course is free but **pre-registration is required.**

Computer Lab

Nelson: May 8 (6-9pm) – Sharron Swan

\$15 +GST

In this session, work on your own projects with the expertise of Sharron to help troubleshoot problems 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. She is also a whiz with mobile website design, HTML, QR Code Marketing, SEO, Business Facebook and much more.

Registration deadline: May 3

Communicating With Clarity: Connecting with Clients

Nelson: May 30 & Jun 6 (10-Noon) via Zoom – Kate Harrison Whiteside

\$50+GST

Wondering why your emails aren't getting the responses you expected or why people are still asking questions about your products and services? Perhaps it's because the messages are unclear to your clients. Learn how to write, edit and design clear messages that your clients can access, understand, and act on. The course is in three parts: 1) webinar session on the basics of clear communication; 2) on your own time, create a piece of clear writing to submit for feedback; 3) webinar session on gathering feedback and using plain language tools for different media.

Registration deadline: May 25

Conflict Resolution: Mastering Challenging Conversations

Nelson: Apr 11 (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 when having difficult conversations? Do you want tips on giving feedback to increase an effective work environment?

This dynamic class shows you how to make these conversations easier and get real results.

Registration deadline: April 6

Design One on One

Nelson: May 29 (1 hour appointments) – 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 to *Promotional Material Design*, *Adobe Illustrator* or *Branding: Company Identity Design*. Appointment time must be pre-scheduled, call 250-352-1933 x100.

Registration deadline: May 24

DIY Videos for YouTube

Nelson: May 2 & 9 (9-4) – Zeb Hansell
\$200+GST

Life is too busy to read long product descriptions or dig deep into services. The modern customer wants to see the product in action and video content does it all. In this workshop, learn how to plan, shoot, and edit video for business.

Students must have a recording device for shooting video, and a computer for editing. Video-editing instruction available for Windows and Mac. 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.

Registration deadline: April 27

Facebook: How to Engage Your Audience

Nelson: Jun 14 (9-1) – Chris Holland
\$50+GST

This class is for those who have already set up their Business Facebook page and are looking for opportunities to network with a wide variety of people. Discover how to be prepared, learn newsfeed formulas, and enhance your presence. Also learn how to place Facebook ads and boost posts.

Registration deadline: June 11

Facebook, Twitter & LinkedIn (Beginner)

Nelson: May 25 (9-4) – Chris Holland
\$80+GST

Learn the basics of Facebook, Twitter, and LinkedIn to benefit your business and connect with more customers.

The first half of the class looks at why these platforms are useful and how to gain a wider audience. The second half is in the computer lab where you will set up your Facebook Business page, Twitter and LinkedIn profiles and start using them.

Bring photos, logos and write-ups if you have them.

Registration deadline: May 22

Falling Into Business with the One You Love

Nelson: June 8 (9-4) – Jan Wright
\$80

Running a business is challenging and running a business with your significant other/ spouse/ special partner/ etc. adds new layers of complexity and personal challenges to the relationship. For couple-entrepreneurs, the line between work life and personal life tends to blur, couples finding themselves answering work emails at the dinner table or problem-solving when they should be enjoying a shared social activity.

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: June 5

Fusion: The Future of Digital Marketing

Nelson: Jun 19 (9-1) – Chris Holland
\$50+GST

Fusion Methodology: when like-minded people work together for mutual benefit.

With digital marketing developing at such a rapid rate, it is important to maximize your organic growth through fusion methodology. In this session, Chris Holland reviews fusion methods, organic growth, and digital marketing opportunities, and how they can help your business become accessible to the ideal demographic. Once you understand how to effectively apply these tools, your marketing campaigns will not only be more successful, they will be more enjoyable to run!

Registration deadline: June 15

MailChimp 101: Small Business Email Marketing

Nelson: Jun 15 (9-1) – Anthony Sanna
\$60+GST

Whether you're selling products, announcing some big news, or telling a story, email is a creative, efficient and profitable way to share your message. MailChimp (the world's biggest email marketing platform) helps millions of business owners—from small shops to big online retailers—find their audience, engage their customers, and build their brand.

In this workshop, instructor Anthony Sanna walks you through the basics of email list building, creating a MailChimp account, and best practices when creating your own email campaigns.

Participants create their own account and work on it during class.

Registration deadline: June 11

Mac Basics for Productivity

Nelson: Jun13 (9-4) – Zeb Hansell
\$100+GST

Still feel like you don't know how to work and play on your Mac? This class covers the basics in how to use your Apple computer and walks you through the process of: downloading from the internet; file management; attachments; and, email best practices. Plus, discover free software that will make your computer even more powerful. This full-day class is aimed at beginners and will touch on some intermediate tips and tricks. Bring your Mac if possible.

Registration deadline: June 8

Mastering Productivity & Time Management

Nelson: Jun 20 (9-4) – Charlotte Ferreux
\$80 +GST

Do you often wonder where the time goes? Juggling many roles requires us to work at an elevated level, but often at a cost. Do you have the tools to create the discipline required to amplify your productivity and time-management skills?

This workshop digs 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: June 15

Me Inc.

Nelson: May 8, Jun 26 (6:30-8:30pm)

New Denver, Bosun Hall: Apr 24 (1-3pm)

Castlegar, Castlegar Chamber of Commerce: Jun 18 (6:30-8:30pm)

Creston, Creston Valley Chamber of Commerce: May 29 (1-3pm)
FREE

Ever thought about being an entrepreneur? Have you considered taking your training or skills to the next level? Or maybe you want to launch a start-up? Or buy a business and run it?

In this workshop, review critical decision points for making the transition to entrepreneurship. Find out what “being an entrepreneur” actually means. Look at different types of business entities, business models, product types, common pitfalls/ motivations, and of course, how to get started.

Note: Me Inc. workshop does not cover writing a business plan.

Pre-registration is required.

To register, visit www.bbaprogram.ca or call 1-855-510-2227.

Pinterest & Instagram for Beginners

Nelson: May 4 (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, helping present images of your business in a professional manner; it is also a complement to other social media and a potential hotspot for business.

This workshop reviews the features of Pinterest and Instagram, teaching you how to use them to market your business, your products/services, and yourself. Also, learn how to set up your accounts and find new followers.

Registration deadline: May 1

Publicity The New Media Advantage

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

Getting publicity for your business is one of the most powerful and cost-effective promotional tactics you can learn. The rules are simple: conventions must be followed, but the pay-off is worth the effort.

This workshop covers the basics of publicity, what it is, why you should use it, and how to get it. This course also looks at the effectiveness of social media and the usefulness of the press release. **Registration deadline: April 20**

Search Engine Optimization

Nelson: May 30 (9-1) – Zeb Hansell
\$60+GST

Search rankings are extremely important. Ninety-one per cent of clicks from a Google search go to the results on the first search page. If your customers are searching for you online, then you need to think about search engine optimization (SEO) for your business.

This class explains the best practices of SEO today and provides tools that simplify the process, including Google Analytics apps, Yoast SEO, and more.

Note, this class is geared towards Wordpress websites; however, it can be adapted to other sites. Bring your computer.

Registration deadline: May 25

Selling Products Online 101

Nelson: May 17 (9-4pm) – Nikta Boroumand
\$120+GST

Thinking about selling your products online?

This class helps you plan out your approach for selling your products online including packaging, shipping methods, payment methods, customer support, regulations, and legalities.

Learn about sites and services available for selling your products including marketplaces (e.g. Amazon), or online craft fairs (e.g. Etsy) or social networks (e.g. Facebook) as well as your own online storefront.

This class introduces you to several trusted online services and tools including: PayPal integration, WordPress for Artisans, Wufoo forms, Etsy, Wix, Volution, Squarespace, and Shopify.

Note: this is *not* a computer workshop; the format is a combination of lecture, presentation and Q&A.

Registration deadline: May 11

Smartphone Apps for Small Business

Nelson: Jun 6 (9-1pm) – Zeb Hansell
\$60+GST

Turn your phone or tablet into a personal assistant and productivity aid. This course helps you navigate the iOS App Store, finding the best apps available to streamline the small tasks and increase your productivity. Keep detailed records, take better notes, present, share, collaborate, brainstorm, and create like never before.

This course is designed for Apple apps (iOS) and devices, although many apps covered may also be available for Android, Blackberry and other devices.

Registration deadline: Jun 1

Social Media Demystified

Lunch hour info session

Nelson: May 14 (Noon – 1:30ish) – 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, inexpensive, or even 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.**

WordPress.com Lab

Nelson: Jun 7 (9-1) – Nikta Boroumand
\$75+GST

Now that you've completed **Building Your Website with WordPress.com**, get individualized help on your site. There is no instruction in the lab, bring what you are working on and Nikta will help you with your specific needs.

Registration deadline: June 2

Writing Your Business Story: Selling Through Telling

Nelson: June 26 (1-4) – Kate Harrison Whiteside
\$50+GST

How do you make your message stand out? How do you get clients to commit to your products and services? Maybe it's you they really want to get to know. Storytelling is a critical skill all businesses need, especially when competing for clients' attention on social media, in blogs, and on websites. So, how do you write a good story? How does it fit with your business messages? Kate combines her experience as a published journalist, blogger and fiction writer to help you develop key storytelling skills. You'll identify the key elements of storytelling for business messages, create stories for your organization, and learn from each other.

Registration deadline: June 21