

# Small Business Training Schedule

Apr - Jun 2018

## Nelson

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### 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)

### 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 De-mystified – 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)

### June

- 6 Smartphone Apps for Sm 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)

## Castlegar

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### May

- 9 Social Enterprise Workshop – Free (6-9pm)

### June

- 6 Business Plan 101 – Free (9am-4pm)
- 19 Me Inc. – Free (6:30-8:30pm)

## Creston

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### April

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

### May

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

### June

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

## Nakusp

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- Apr 20 Bookkeeping Lab (1-4)
- Apr 24 Me Inc. – Free (New Denver) (1-3)
- May 11 Bookkeeping Lab (1-4)
- Jun 8 Bookkeeping Basics (9-4)
- Jun 29 Business Plan 101 – Free (9-4)

For more information or to register, call Community Futures  
Central Kootenay  
Nelson: (250) 352-1933 x100  
Creston: (250) 428-6356  
Nakusp: (250) 265-3674 x201  
futures.bc.ca email: [info@futures.bc.ca](mailto:info@futures.bc.ca)

## 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 take a learner-centered approach, focusing on how to make your teaching fun and effective. Registration Deadline: Jun 7

### *Blog Like You Mean Business*

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

Blogging 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 or client. Learn how to identify your ideal customer or client and use that as the basis for creating great content. Along with the fundamentals blogging, you'll develop a list of blog topics unique to your business. Other topics include: 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  
Nakusp: Jun 8 (9-4) Marilyn Rivers  
\$80+GST

Learn how to set up your own bookkeeping system using a journal method. The class covers the basics of bookkeeping including the principles of double entry, how to keep your records organized, and more. Choose between paper journal system or Excel template. 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. In Creston, call Alison (250-428-6356) to register In Nakusp, call Marilyn (250-265-3674 x201) to register

### *Bookkeeping Lab*

Nelson: Apr 18, May 15, Jun 12 (9-Noon), Brenda Wiest  
Creston: Apr 5 (1-3), May 8 (9-11am), Jun 7 (1-3), Alison Bjorkman  
Nakusp: Apr 20, May 11 (1-4), Marilyn Rivers  
\$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.

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 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: Apr 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: Apr 13

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

## *Business Plan 101*

Nelson: Apr 17 & Jun 22 (9-4) – Chris Holland  
Castlegar: Jun 6 (9-4) – Chris Holland  
Creston: Apr 25, May 30 (9-4) – Alison Bjorkman  
Nakusp: Jun 29 (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 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 you just have a business idea or you're further along in your research, this course may be for you!

This course is free but pre-registration is required.

In Creston, call Alison (250-428-6356) to register  
In Nakusp, call Marilyn (250-265-3674 x201) to register

## *Computer Lab*

Nelson: June 19 (6-9pm) – Sharron Swan  
\$15 +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: June 15

## *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 may not be clear 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? Would you like to know 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: Apr 6

## *Design One on One*

Nelson: May 29 (1 hr 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

People love watching videos online. Video are extremely effective for business marketing to boost your product and brand awareness. This workshop helps you plan, shoot and edit 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. Registration deadline: Apr 27

## *Facebook: How to Engage Your Audience*

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

You have the Business Facebook page, now it's time to learn about the many opportunities such as networking with a wide variety of people. Learn how to be prepared, understand newsfeed formulas, and enhance your presence. Also learn how to place ads and boost posts. Registration deadline: Jun 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 bring you 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 can be a challenging endeavour and starting and running one with your significant other/ spouse/ 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—answering work emails at the dinner table or problem-solving when they should be enjoying a shared social activity. Couple-entrepreneurs need a neutral place to discuss the challenges they face and learn new approaches to working together. 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: Jun 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 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: Jun 15

## *Mailchimp 101: Small Business email Marketing*

Nelson: Jun 15 (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. Anthony Sanna walks you through the basics of email list building, the process of creating a MailChimp account, and the best practices to create your own email campaigns. Participants create their own account and work on it during class. Registration Deadline: Jun 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: Jun 8

## *Mastering Productivity & Time Management*

Nelson: Jun 20 (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 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: Jun 15

## *Me Inc.*

Nelson: May 8, Jun 26 (6:30-8:30pm)  
New Denver: Apr 24 (1-3)  
Castlegar: Jun 19 (6:30-8:30pm)  
Creston: May 29 (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? Maybe launching a start-up? Or buying a business and running it? In this workshop, learn how to review critical decision points for making the transition. Other considerations include what “being an entrepreneur” means; types of business entities; business models; product types; common pitfalls and motivations; and how to get started. Note: Me Inc. workshop does not cover 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.

Castlegar: Castlegar Chamber of Commerce  
Creston: Creston Valley Chamber of Commerce  
New Denver: Bosun Hall

## *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 you 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, helping you understand 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

To register, call:

- Nelson & Castlegar: (250) 352-1933 x100
- Creston: (250) 428-6356
- Nakusp: (250) 265-3674 x201

## *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 covers the effectiveness of social media and the usefulness of the press release.

## *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 goes to the results on the first page. This is why Search Engine Optimization (SEO) is essential for all business – online or off.

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 is not mandatory. Bring your computer. Registration Deadline: May 25

## *Selling Products Online 101*

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

Explore ways to sell your products online with online Marketplaces (e.g. Amazon), Online Craft Fairs (e.g. 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, and tools: 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.

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. 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: Jun 1

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

Nelson: May 14(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!

## *WordPress.com Lab*

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

Now that you've completed 'Building Your Website with WordPress.com', you may now 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: Jun 21