

Small Business Training Schedule

July - Sept 2018

Nelson

July

- 13 **Bookkeeping Lab** (9-Noon)
- 16 **“Send Me Something” – The Art of Being Prepared** (9-1)
- 25 **Contests, Promotions & Events** (9-1)
- 26 **Bookkeeping Basics** (9-4)

August

- 1 **Secret to Generating Revenue in the Digital World** (9-1)
- 15 **Bookkeeping Lab** (9-Noon)
- 22 **Business Plan 101 – Free** (9-4)
- 15 **Bookkeeping Basics** (9-4)
- 30 **Facebook, Twitter, LinkedIn – Beginner** (9-4)

September

- 7 **Pinterest & Instagram - Beginner** (9-4)
- 11 **Branding – Company Identity Design** (9-4)
- 12 **Bookkeeping Lab** (9-Noon)
- 13 **Search Engine Optimization** (9-1)
- 18/25 **DIY Videos for Online Marketing (YouTube)** (9-4 both days)
- 19 **Bookkeeping Basics** (9-4)
- 26 **Selling Online 101** (9-4)
- 27 **Podcast 101 - Beginners Guide to Producing and Publishing** (9-4)

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

Creston

July

- 18 **Bookkeeping Lab** (10-1)
- 25 **Bookkeeping Basics** (9-4)

August

- 1 **Business Plan 101** (9-4)
- 15 **Bookkeeping Lab** (1-4)

September

- 5 **Business Plan 101** (9-4)
- 14 **Bookkeeping Basics** (9-4)
- 18 **Bookkeeping Lab** (10-1)

Nakusp

- Jul 6 **Bookkeeping Basics** (9-4)
- Jul 27 **Business Plan 101 - Free** (9-4)
- Aug 10 **Bookkeeping Lab** (9-Noon)
- Sept 14 **Bookkeeping Lab** (9-Noon)



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: Jul 26, Aug 24, Sept 19 (9-4) – Barb Williams

Creston: July 25, Sept 14 (9-4) – Alison Bjorkman

Nakusp: July 6 (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 13, Aug 15, Sept 12 (9-Noon) – Brenda Wiest

Creston: July 18 & Sept 18 (10-1) Aug 15 (1-4) – Alison Bjorkman

Nakusp: Aug 10, Sept 4 (9-Noon) – 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: Sept 11 (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: Sept 5

Business Plan Writing 101

Nelson: Aug 22 (9-4) – Chris Holland

Creston: Aug 1, Sept 5 (9-4) – Alison Bjorkman

Nakusp: July 27 (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 Nelson – call Reception 250-352-1933 x100

In Creston - call Alison to register: 2-50-428-6356.

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

Contests, Promotions & Events

Nelson: Jul 25 (9-1) – Chris Holland
\$50 +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 20

DIY Videos for Online Marketing (YouTube)

Nelson: Sept 18 & 25 (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.

Registration deadline: Sept 13

Facebook, Twitter & LinkedIn (Beginner)

Nelson: Aug 30 (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! It's helpful if you have access to photos, logo (if you have one) and ideas about your write-ups.

Registration Deadline: Aug 27

Pinterest & Instagram for Beginners

Nelson: Sept 7 (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/service s and yourself. You'll also learn how to set up your accounts and find new followers.

Registration Deadline: Sept 4

Podcast 101 – Beginners Guide to Producing & Publishing

Nelson: Sept 27 (9-4) – Anthony Sanna
\$80 +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: Sept 21

Search Engine Optimization

Nelson: Sept 13 (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: Sept 7

Secret to Generating Revenue in the Digital World

Nelson: Aug 1 (9-1) – Chris Holland
\$50+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**

“Send Me Something” – The Art of Being Prepared

Nelson: July 16 (9-1) – Chris Holland
\$50 +GST

Throughout the operation of a business one may be requested to submit something, show interest or send more information. When you hear the words “Send Me Something” this usually means there is interest in your business, so your response is important. Your businesses perception is represented in the quality of your response and the timely manner in which it is delivered. This course will help you to be prepared and confident to “Send Something” that will work.