

# Small Business Training Schedule

Oct - Dec 2017

## Nelson

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### October

- 12 Facebook Advertising (9-Noon)
- 17 Bookkeeping Lab (9-Noon)
- 18 Me Inc. – Free (9:30 – Noon)
- 18 Importing w Canada Border Services - Free (1-4)
- 20 Business Plan 101 – Free (9-4)
- 23 Publicity & the Social Media Advantage (9-Noon)
- 23 Writing Your Business Story (1-4)
- 24 Organize Your Office (9-4)
- 25 Bookkeeping Basics (9-4)
- 31 Search Engine Optimization (9-1)

### November

- 1 Google Apps for Small Business (9-4)
- 3 Conflict Resolution (9-4)
- 8/9 Setting Up Your Shopify Store (9-4)
- 9 Computer Lab (6-9pm)
- 14 Prezi for Great Presentations (9-1)
- 15 Contests Promotions & Events (9-Noon)
- 16 Bookkeeping Lab (9-Noon)
- 20 Falling Into Business w the One You Love (9-4)
- 21 Mac Basics for Home & Business (9-1)
- 22 Building Yr Website w Squarespace.com (9-4)
- 28 Promotional Material Design (9-4)
- 28 Me Inc. – Free (6:30-8:30pm)
- 29 Bookkeeping Basics (9-4)

### December

- 1 Mastering Productivity & Time Management (9-4)
- 4 Smartphone Apps for Small Business (9-1)
- 5 Design One on One (1hr apts)
- 6 Blog Like You Mean Business (9-4)
- 11 Business Plan 101 (9-4)
- 13 Pinterest & Instagram for Beginners (9-4)
- 19 Bookkeeping Lab (9-Noon)

## Creston

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### October

- 3 Me Inc - Free (2-4)
- 4 Business Plan 101 – Free (9-4)
- 11 Bookkeeping Lab (9-Noon)

### November

- 2 Business Plan 101 -Free (9-4)
- 14 Bookkeeping Lab (1-4)
- 22 Bookkeeping Basics (9-4)

### December

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

## Nakusp

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- Oct 6 Bookkeeping Basics (9-4)
- Nov 10 Bookkeeping Lab (1-4)
- Dec 18 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

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## Course Descriptions

### *Blog Like You Mean Business*

**Nelson:** Dec 6 (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: Nov 30**

### *Bookkeeping Basics*

**Nelson:** Oct 25, Nov 29 (9-4pm) – Barb Williams  
**Creston:** Nov 22 (9-4) – Alison Bjorkman  
**Nakusp:** Oct 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:** Oct 17, Nov 16, Dec 19 (9-Noon) – Brenda Wiest  
**Creston:** Oct 11 (9-Noon), Nov 14 (1-4), Dec 13 (9-Noon) – Alison Bjorkman  
**Nakusp:** Nov 10 (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

### *Business Plan Writing 101*

**Nelson:** Oct 20 & Dec 11 (9-4) – Chris Holland  
**Creston:** Oct 4, Nov 2, Dec 7 (9-4) – Alison Bjorkman  
**Nakusp:** Dec 18 (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

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

**Nelson:** Nov 22 (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 Nov 16**

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

**Nelson:** Nov 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: Nov 1**

## *Computer Lab*

**Nelson:** Nov 9 (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: Nov 3**

## *Conflict Resolution - Mastering Challenging Conversations*

**Nelson:** Nov 3 (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: Oct 27**

## *Contests, Promotions & Events*

**Nelson:** Nov 15 (9-Noon) – Chris Holland  
\$40 +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: Nov 10**

## *Design One on One*

**Nelson:** Dec 5 (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: Nov 28**

## *Facebook Advertising*

**Nelson:** Oct 12 (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.

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

**Nelson:** Nov 20 (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 they 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: Nov 14**

## *Google Apps for Small Business*

**Nelson:** Nov 1 (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: Oct 26**

## *Importing Commercial Goods into Canada*

**Nelson:** Oct 18 (1-4) – Canada Border Services  
FREE – but you must pre-register

The Canada Border Services Agency is pleased to offer an information session on importing and the documentation requirements. This workshop is designed for small business entrepreneurs interested in learning about the import process. If you are thinking of importing goods, don't miss this overview of the Canada Border Services Agency commercial importation process. Let CBSA assist you with your questions and concerns about importing, and the paperwork that is required by Customs. If you want to know how to prepare your own paperwork and also where to get assistance, this seminar will help explain the procedures necessary to import your commercial goods. Other information covered includes: Rate of Duty, B3, Canada Customs coding form, other government departments, brokers (do you need or want one?), transportation and accounting.

## *Mac Basics for Home and Work*

**Nelson:** Nov 21 (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: Nov 15**

## *Mastering Productivity & Time Management*

**Nelson:** Dec 1 (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 it often is at a cost. Do you have the tools and insight to know how to create the disciplines required to amplify your productivity and time management skills? Come join this workshop as we dig deep into the daily changes you can make to help you elevate your production rate. Charlotte will bring you through methods that are simple to understand and easy to apply (but yes it does require consistency in doing).

**Registration Deadline: Nov 24**

## *Me Inc.*

**Nelson:** Oct 18 (9:30-Noon) Nov 28 (6:30-8:30pm)  
**Castlegar:** Oct 24 (6:30-8:30pm) **Kaslo:** Nov 7 (2-4pm)  
**Creston:** Oct 3 (2-4pm)  
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.

## *Organize Your Small Business Office*

**Nelson:** Oct 24 (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: Oct 17**

## *Pinterest & Instagram for Beginners*

**Nelson:** Dec 13 (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: Dec 8**

## *'Prezi' for Great Presentations*

**Nelson:** Nov 14 (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: Nov 7**

## *Promotional Material Design*

**Nelson:** Nov 28 (9-4) – Brad Steele  
\$80+GST

Good design is good business, and whether you're selling a product or your service, your promotional materials must look as good as your business ideas. This one day 'paper and pencil' workshop will kick-start your promotional materials by introducing you to the basics of graphic design – layout techniques, typography, and the use of colour. You will also receive expert assistance in sketching out your own brochure, flyer, business card or advertisement. Bring your photos and illustrations, your marketing ideas and your existing promotional materials (if you have some already).

**Registration Deadline: Nov 21**

## *Publicity & The Social Media Advantage*

**Nelson:** Oct 23 (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.

## *Search Engine Optimization*

**Nelson:** Oct 31 (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: Oct 25**

## *Smartphone Apps for Small Business*

**Nelson:** Dec 4 (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: Nov 28**

## *Writing Your Business Story*

**Nelson:** Oct 23 (1-4) – Kate Harrison Whiteside  
\$50+GST

If you have new clients, they will ask 'what do you do?' If you have a website, visitors will check out your 'About Us' page. Is it enticing? Reader-oriented? Memorable for the right reasons? Do you tell an interesting story on your website? Web content is about conversations – not reports, one-way communication or fact dumping. We'll look at tips on writing creative, eye-catching stories that connect with your clients. You will leave with a fresh version of your elevator pitch, 'About Us' page, or company brochure. We'll look at how to turn it around from 'about me' to 'about your needs'. Join in and be ready to write and share.

**Registration Deadline: Oct 16**