

Small Business Training Schedule

Jan – Mar 2019

Nelson

January

- 14 **Social Media Demystified – Free** (12-1ish)
- 15 **Computer Lab** (1-4)
- 16 **Bookkeeping Lab** (9-Noon)
- 17 **Business Facebook for Beginners** (9-4)
- 22 **Annual Marketing Plan** (9-1)
- 25 **Bookkeeping Basics** (9-4)
- 29 **Selling Online 101** (9-4)
- 29 **Me Inc. – Free** (1:30-3:30)

February

- 5 **How to Write Killer Sales Copy** (9-1)
- 7 **iPhone Photography for Small Business** (9-4)
- 8 **Business Plan 101 - Free** (9-4)
- 12 **Branding - Company Identity Design** (9-4)
- 13 **Tax Returns for Sole Proprietors** (9-Noon)
- 14 **Fusion Marketing – Fusion Mind** (9-1)
- 19 **Excel for Beginners** (9-Noon)
- 19 **Bookkeeping Lab** (1-4)
- 19 **Design 1 on 1** (1 hr appts)
- 21 **Bookkeeping Basics** (9-4)
- 25 **Communications Planning for Success** (9-Noon)
- 26/27 **Building Yr Website & Online Store w Shopify.com** (9-4)

March

- 4 **Writing Yr Business Story-Selling Thru Telling** (1-4)
- 5 **Blog Like You Mean Business** (9-4)
- 6 **Mailchimp 101 – Small Business Email Mktg** (9-1)
- 12 **Bookkeeping Lab** (9-Noon)
- 13 **Tax Returns for Sole Proprietors** (9-Noon)
- 14 **Pinterest & Instagram for Beginners** (9-4)
- 19 **Send Me Something – Art of Being Prepared** (9-1)
- 20 **Turn Your Story Pitch into Media Coverage** (9-12)
- 20 **Succession Planning – Free** (6-9pm)
- 22 **Bookkeeping Basics** (9-4)
- 26 **Google Apps for Small Business** (9-1)
- 26 **Me Inc. – Free** (6:30 – 8:30)
- 27 **Managing For Results** (9-4)

Creston

January

- 9 **Business Plan 101 – Free** (9-4)
- 15 **Bookkeeping Basics** (9-4)
- 30 **Bookkeeping Lab** (1-4)

February

- 13 **Business Plan 101 – Free** (9-4)
- 20 **Bookkeeping Lab** (1-4)
- 19 **Tax Returns for Sole Proprietors** (1-4)
- 26 **Bookkeeping Basics** (9-4)

March

- 5 **Me Inc. – Free** (6:30-8:30pm)
- 13 **Bookkeeping Lab** (1-4)
- 20 **Business Plan 101 – Free** (9-4)

Castlegar

- Feb 6 **Succession Planning – Free** (6-9pm)
- Feb 27 **Business Plan 101 – Free** (9-4pm)
- Mar 19 **Me Inc. – Free** (6:30-8:30 pm)

Nakusp

- Jan 4 **Business Plan 101 – Free** (9-4)
- Jan 18 **Bookkeeping Basics** (9-4)
- Feb 15 **Bookkeeping Lab** (1-4)
- Mar 15 **Bookkeeping Lab** (1-4)

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

**Community
Futures** Central Kootenay

Course Descriptions

Annual Marketing Plan

Nelson: Jan 22 (9-1) – Chris Holland
\$50 + GST

To help you create an effective annual marketing plan we will break down the marketing opportunities into seven departments so they are easy to manage. The priorities are: Sales, Direct, Online, Publicity, Promo/Events, Advertising and Fusion. We will review these tools and demonstrate a logical flow for how they can work together. This course is a benefit to all types of businesses in any stage of development.

Registration Deadline: Jan 17

Bookkeeping Basics

Nelson: Jan 25, Feb 21, Mar 22 (9-4pm) – Barb Williams
Creston: Jan 15 & Feb 26 (9-4) – Alison Bjorkman
Nakusp: Jan 18(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: Jan 16 & Mar 12 (9-Noon) Feb 19 (1-4) - Brenda Wiest
Creston: Jan 30, Feb 20, Mar 13 (1-4) – Alison Bjorkman
Nakusp: Feb 15 & Mar 15 (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

Blog Like You Mean Business

Nelson: Mar 5 (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: Feb 28**

Building Your Website (Online Store) w Shopify.com

Nelson: Feb 26 & 27 (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: Feb 20

Business Plan 101

Nelson: Feb 8 (9-4) – Chris Holland **Castlegar:** Feb 27
Creston: Jan 9, Feb 13, Mar 20 (9-4) – Alison Bjorkman
Nakusp: Jan 4 (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

Business Facebook (Beginner)

Nelson: Jan 17 (9-4) – Chris Holland
\$80+GST

Learn the basics on how to use Facebook to benefit your business and bring you more customers. The morning will be spent talking about how and why this platform is so useful and how to gain a wider audience. The afternoon is in the computer lab where you will set up your Facebook Business page, (The instructor can also show you how to set up your Twitter and LinkedIn profiles and start using them!) Bring photos, logos, write-ups etc. if you have them.

Registration Deadline: Jan 15

Branding - Company Identity Design

Nelson: Feb 12 (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 7

Communications Planning for Success

Nelson: Feb 25 (9-Noon) - Dan Wall
\$40 +GST

You have a business plan, marketing plan, and financial plan, but do you have a communications plan? Your communication goals support your business goals and a clear plan helps you reach your target audience. This course walks you through the creation of a practical communications plan that you can put into action right away. Identify your communications goals and objectives, learn how your audience affects your key messages, outline a strategy to engage your audience and identify opportunities to communicate.

Registration Deadline: Feb 20

Computer Lab

Nelson: Jan 15 (1-4) – 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: Jan 9**

Design One on One

Nelson: Feb 19 (1 hour appointment) – 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: Feb 13

Excel for Beginners

Nelson: Feb 19 (9-Noon) – Brenda Wiest
\$40 +GST

New to Excel? This beginner course will show you how to design and format a spreadsheet, enabling you to manage information and perform basic calculations. The Community Futures' Bookkeeping Spreadsheet is used in most examples and exercises. A great entry-level overview to give you confidence working in Excel.

Registration deadline: Feb 14

Fusion Marketing – Fusion Mind

Nelson: Feb 14 (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.

Google Apps for Small Business

Nelson: Mar 26 (9-1) – Brenda Wiest
\$50 + GST

Do you have a Gmail account? If so, you have access to an array of helpful apps – Google Apps! In this class, learn what they are and how they can help you in your business. We will work hands-on with the various applications and discuss how each one will benefit your business and increase productivity. Learn to use Google Drive, the Cloud, and Google Docs. Students should already have a Gmail account. Join in and gain a better understanding of how these tools can benefit your business.

Registration Deadline: Mar 20

How to Write Killer Sales Copy

Nelson: Feb 5 (9-1) – 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: Jan 31

iPhone Photography for Small Business

Nelson: Feb 7 (9-4) – Alex Balcer
\$80 +GST

This one-day workshop will focus on how you can best use your phone's camera to showcase your product or service online on Instagram, Pinterest, Etsy...while being on a budget. Some basic photography techniques will be discussed to make your product or service shine better. We will explore best lighting, use of space, angles and simple props to get the best results. Learn how to edit your photos quickly and efficiently with some great, easy to use apps and pre-sets.

Please bring samples of your product and any props you would like to use in a photo to promote your product or service.

Registration Deadline: Feb 1

MailChimp 101 – Small Business Email Marketing

Nelson: Mar 6 (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: Mar 1

Managing for Results – Creating a Win-Win Environment

Nelson: Mar 27 (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 get stuff done when you're not around? Understand the processes that allow you to manage for results. You will be walked 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! 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: Mar 21

Me Inc.

Nelson: Jan 29 (1:30-3:30) Mar 26 (6:30-8:30pm)
Castlegar: Mar 19 (6:30-8:30pm)
Creston: Mar 5 (6:30-8:30pm)
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 or call 1-855-510-2227 to secure a seat.

Castlegar: Castlegar Chamber of Commerce
Creston: Creston Valley Chamber of Commerce

Pinterest & Instagram for Beginners

Nelson: Mar 14 (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.

For anyone just wanting one but not the other, you can attend the morning Pinterest (\$45) or the afternoon Instagram (\$45) if you prefer! Mention when registering.

Registration Deadline: Mar 11

Selling Online 101

Nelson: Jan 29 (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 (e.g. Amazon), Online Craft Fairs (e.g. Etsy), Social Networks (e.g. 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: Jan 23**

“Send Me Something” – The Art of Being Prepared

Nelson: Mar 19 (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.

Social Media De-mystified (lunch hour info session)

Nelson: Jan 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!

Succession Planning

Castlegar: Feb 6 (6-9pm) – BBA Program Advisor
Nelson: Mar 20 (6-9pm) - BBA Program Advisor
FREE

Thinking about selling your small business? You have spent years building your business, but realize that it is time to think about moving along. Planning the transfer of your business to someone else requires more than putting out a ‘For Sale’ sign. Now might be the time to get serious about creating a succession plan that works for you, your employees, your business and your community. This workshop is designed to help you explore options and to answer some of your questions in a 3-hour period. We will review: Preparing your business for sale; identifying potential buyers; marketing your business; legal and financial accounting ramifications and support required; and common business valuation techniques.

Pre-registration is required. Visit www.bbaprogram.ca or call 1-855-510-2227 to secure a seat.

(Castlegar: Castlegar Chamber of Commerce)

Tax Returns for Sole Proprietorships

Nelson: Feb 13 (9-Noon) & Mar 13 (9-Noon)
Creston: Feb 19 (1-4) – 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

Turn Your Story Pitch into Media Coverage

Nelson: Mar 20 (9-Noon) – Dan Wall
\$40 +GST

You’ve got a story to share! You’re an expert at your business and you can build your reputation and your brand by sharing that expertise. Turn it into a pitch to get media coverage. We’ll walk through how to pitch your story and the where, when and why a story pitch can bring you great media publicity.

Registration Deadline: Mar 15

Writing Your Business Story – Selling Through Telling

Nelson: Mar 4 (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: Feb 27