

Small Business Training Schedule

April - June 2019

Nelson

April

- 3 Tax Returns for Sole Proprietors (9-Noon)
- 17 Business Plan 101 – Free (9-4)
- 24 Computer Lab (1-4)
- 25 Bookkeeping Basics (9-4)
- 30 Facebook: Engage Your Audience (Advanced) (9-1)

May

- 1 Make Every Word Count – via ZOOM (10-11:30)
- 2 MailChimp 101: Email Marketing (9-1)
- 4 Intro to Cannabis Business – Free (9-4)
- 7 Writing Killer Sales Copy (9-4)
- 8 Secret to Generating Revenue (9-1)
- 13 Google Lens – Free (12-1pm-ish)
- 14 Bookkeeping Lab (9-12pm)
- 14 Branding – Company Identity Design (9-4)
- 15 Excel for Beginners (9-12pm)
- 22 The Art of Instruction: How to Teach What You Know (9-4)
- 27 Intro to Filmmaking for Social Media (9-4)
- 28 Selling Online 101 (9-4)
- 31 Bookkeeping Basics (9-4)

June

- 3 Facebook for Business (Beginner) (9-1pm)
- 4 Trans 101 – How to Be an Ally (12-1:30)
- 6 Grow Your Natural Health Product Business (9-4pm)
- 10 Fusion Marketing—Fusion Mind (9-1)
- 11 Bookkeeping Lab (9-Noon)
- 13 Conflict Resolution (9-4) (avail online)
- 18 Design One-on-One (1 hour appointments)
- 25 Media Relations for Small Business (9-noon)
- 26 Business Plan 101 – Free (9-4)
- 27 Bookkeeping Basics (9-4)

Creston

- May 8 Business Plan 101 – Free (3-6)
- May 15 Bookkeeping Basics (9-3)

Nakusp

- April 4 Bookkeeping Lab (1-4pm)
- May 2 Business Plan 101 – Free (9-4pm)
- May 15 Bookkeeping Lab (1-4pm)
- June 12 Bookkeeping Lab (1-4pm)

Castlegar

- May 29 Business Plan 101 – Free (9-4)



For more details or to register, please call Community Futures Central Kootenay.

Nelson [main]: (250) 352-1933 x 100

Creston: (250) 551-5138

Nakusp: (250) 265-3674 x201

Website: futures.bc.ca

Email: info@futures.bc.ca

 /communityfutures  @Comm_Futures

Course Descriptions

Art of Instruction: How to Teach What You Know

Nelson: May 22 (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: May 17**

Bookkeeping Basics

Nelson: Apr 25, May 23, Jun 27 (9-4pm) Barb Williams
Creston: May 15 (9-3) Paul Kelly
\$80+GST

Using a bookkeeping journal method, learn how to set-up your own books. Bookkeeping basics include 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: May 14, Jun 11 (9-Noon), Brenda Wiest
Nakusp: April 4, May 15, June 12 (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 **Nakusp** call Marilyn to register: 250-265-3674 x201

Branding: Company Identity Design

Nelson: May 14 (9-4) – Brad Steele
\$80+GST

Company branding starts with creating an identity, i.e. the logo, which 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: May 9**

Business Plan 101

Nelson: Apr 17 & Jun 26 (9-4) – Chris Holland
Castlegar: May 29 (9-4) – Chris Holland
Creston: May 8 (3-6) – Paul Kelly
Nakusp: May 2 (9-4) – Marilyn Rivers, call 250-265-3674 x201 to register
FREE

A business plan is essential for every business owner. It organizes your ideas, helping you analyze the viability of your business before you start. This workshop helps you clarify your business concept and covers the basics of a business plan. You will receive a business plan template, worksheets, and resources. Whether you have a business idea or you're well into it, this course is for you! PLEASE NOTE: **Pre-registration is required.**

Computer Lab

Nelson: Apr 24 (1-4pm) – Sharron Swan
\$15 +GST

Take advantage of the expertise of Sharron Swan to help you troubleshoot and offer tips to get your projects done. Sharron is extremely well versed in Microsoft products (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: April 18**

Conflict Resolution: Mastering Challenging Conversations

Nelson: June 13 (9-4pm) – Charlotte Ferreux
\$80+GST

Having trouble communicating with employees, coworkers, senior staff, or even your family? Want to gain confidence when having difficult conversations? Maybe you need 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.

This class will be available online for those unable to attend in person. Ask for details.

Registration deadline: June 7

Design One-on-One

Nelson: Jun 18 (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* or *Branding: Company Identity Design*. Appointment time must be pre-scheduled, call 250-352-1933 x100.

Registration deadline: June 13

Excel for Beginners

Nelson: May 15 (9-Noon) – Brenda Wiest
\$40 +GST

New to Excel? This course helps you 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. **Reg. deadline: May 10**

Facebook for Business (Beginner)

Nelson: Jun 3 (9-1) – Chris Holland
\$50+GST

In this class, learn what Facebook's all about and how small businesses are using it to gain a bigger audience for very little cost. In the second half, set up your Facebook business page and start using it! Bring photos, logos and write-ups if you have them. **Registration deadline: May 31**

Facebook: Engage Your Audience

Nelson: Apr 30 (9-1) – Chris Holland
\$50+GST

For those who already have their business Facebook page, now's the time to uncover opportunities for networking with a variety of people. Learn how to be prepared, work with newsfeed formulas, enhance your presence, place ads, and boost posts. **Registration deadline: April 26**

Fusion Marketing: Fusion Mind

Nelson: June 10 (9-1) – Chris Holland
\$50+GST

Fusion Methodology: when like-minded people work together for mutual benefit. Digital marketing is booming and it's important to maximize your organic growth through fusion methodology. Instructor, 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 effectively apply these tools, your marketing campaigns will not only be more successful, they will be more enjoyable to run!

Registration deadline: June 7

Google Lens & the Future of Digital Marketing

Nelson: May 13 (12-1ish) – Chris Holland
Free but **preregistration is required!**

Google Lens turns your phone camera into an A.I.-Powered visual search tool. It works with Google Assistant and Google Photos to help people find businesses, recognize images, or transfer text to phone, with just the touch of a screen. This technology makes it easier for people to find specific products and services in an instant. In this workshop, learn about this new marketing technology, how best to be prepared, and how to efficiently incorporate it into your existing business MAP (Marketing Action Plan).

Grow Your Natural Health Product Business

Nelson: June 6 (9-4pm), Suzanne Stoeckle
\$80 +GST

Natural skin and health products are a growing industry and there are many DIY makers who are looking to turn their hobby into a business. In this workshop, learn how to research the market, regulations, labelling, ingredients, packaging, and more. Look at the cost of production. Learn how to launch your product. And finally, learn when and how to approach distributors. **Registration deadline: May 30**

Intro to Cannabis Business

Nelson: May 4 (9-4) – Paul Kelly
Free

Looking to start a cannabis-related business? Join Meeri Durand (RDCK), and Paul Kelly (Self-Employment Program Manager, Community Futures Central Kootenay) as they take you through the many considerations needed when starting a cannabis-related business.

This workshop covers: licensing, governmental regulations, regional requirements, business structure, bookkeeping, tax requirements, raising capital, leases & contracts, and more. This workshop is free, however, pre-registration is required. Call (250) 352-1933 extension 100 to register.

Intro to Filmmaking for Social Media

Nelson: May 27 (9-4) – Alex Balcer
\$80 +GST

This workshop focuses on making a short video (30-60 seconds) using an iPhone or a DSLR camera. We will look at simple tools to make the most of natural lights, how to maximize your location, quick easy edits, and finally integrating it into social media sites, YouTube, and your website. **Registration deadline: May 22**

MailChimp 101: Email Marketing

Nelson: May 2 (9-1) – Anthony Sanna
\$60+GST

Whether you're selling products, announcing big news, or telling a story, email is a creative, efficient, and profitable way to share your message. From small shops to big online retailers, MailChimp helps business owners find their audience, engage their customers, and build their brand. Learn how to build your email list, create a MailChimp account, and the best practices for email campaigns.

Registration deadline: April 29

Make Every Word Count

Nelson: May 1 (10-11:30am) – Kate Harrison Whiteside
\$35 +GST

We all receive and many of us give out too much information. So, how do we streamline our writing? This workshop guides you to more concise, clear, coherent communication, that connects with your audience. You will gain audience targeting, content editing and basic editing knowledge. If you write emails, web content, documents and marketing materials, this is for you. The instructor will be attending via Zoom. Registrants can attend in our boardroom or from home. **Registration deadline: April 26**

Media Relations for Small Business

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

Media from print to online to social media are avenues for you to share your stories and expertise. Learn to write story pitches and news releases that get attention, draft quotable quotes, identify the media opportunities that are most relevant to you and prepare for a media interview. Takeaways include a news release checklist, practical media relations exercises and an understanding of how media relations can help you achieve your goals.

Registration Deadline: June 21

Secret to Generating Income

Nelson: May 8 (9-1) – Chris Holland
\$50 +GST

Generating revenue may seem secretive and elusive, but it doesn't have to stay that way. In this workshop, learn the step-by-step process that will freshen your perspective and help you generate more income. Chris Holland teaches you the model that successful entrepreneurs, corporations, and social enterprises use to generate income. Come for the process, leave inspired. **Registration deadline: May 3**

Selling Products Online 101

Nelson: May 28 (9-4pm) – Nikta Boroumand
\$120+GST

Whether your online marketplaces (e.g. Amazon), online craft fairs (e.g. Etsy), social networks (e.g. Facebook) or your own online store, you must first consider how to package, ship, accept payments, and provide customer support. Learn the requirements for building a successful income-generating online store. Learn about: PayPal integration, WordPress for Artisans, Wufoo forms, Etsy, Wix, Volusion, Squarespace, and Shopify. Also learn about the regulations and legalities of selling online in Canada. **NOTE:** this workshop is a combination of lecture, presentation, and Q&A. **Registration deadline: May 22**

Tax Returns for Sole Proprietors

Nelson: April 3 (9-12pm) – Barb Williams
\$40 +GST

Thinking about filing your own tax return this year? Then this workshop is 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. **NOTE:** limited class size, call early.

Trans 101: Be an Ally to the Trans Community

Nelson: Jun 4 (12 – 1:30ish) – Milo Leraar, ANKORS
FREE but please pre-register

Transgender people are becoming more and more visible in the media. And there are many transgender people living in the Kootenay region. In this workshop learn how to be an ally to them. Learn respectful language, debunk myths, and better understand the Trans people in your community. We will watch the documentary, *Souls of Our Students*, which talks about how to support transgender youth. There will be plenty of opportunities for questions and answers. Bring your lunch and your curiosity. Hope to see you there!

Writing Killer Sales Copy

Nelson: May 7 (9-1) – Julia Gillmor
\$60+GST

If you sell online, you need to communicate in an effective way that moves people to take action. *Sales copy* and *sales pages* use formulas and language written to encourage people to invest in your product or service. Whether you want people to sign up for your email list, your opt-in, your webinar, follow you on social media or make a purchase, you need to persuade them to take action! In this course, create 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: May 3**