

# Small Business Training Schedule

July - September 2019

## Nelson

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### July

- 17 Bookkeeping Lab (9-Noon)
- 18 "Send Me Something" - The Art of Being Prepared (9-1)
- 23 Contests, Promotions & Events (9-1)
- 25 Bookkeeping Basics (9-4)

### August

- 13 Bookkeeping Lab (9-Noon)
- 14 Google Lens – the Future of Marketing – Free (11-noon)
- 14 Me Inc. How to Start a Business – FREE (1-3ish)
- 15 Instagram for Business - Beginner (9-1)
- 21 Business Plan 101 – FREE (9-4)
- 28 Bookkeeping Basics (9-4)

### September

- 10 Blog Like You Mean Business (9-4)
- 11 Tax Matters for Small Business Owners (10-Noon)
- 16 Facebook for Business – Beginner (9-1)
- 17 Bookkeeping Lab (9-Noon)
- 17 Branding: Company Identity Design (9-4)
- 23/24 Building Your Website with Shopify.com (9-4 both days)
- 25 Grow Your Natural Product Business (9-4)
- 25 Computer Lab (1-4pm)
- 25/26 Business Continuity Planning (5-8)
- 26 Instagram – Amp Up Your Game! (Intermediate/Advanced) (9-4)
- 27 Bookkeeping Basics (9-4)
- 30 iPhone Photography for Small Business (9-4)

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

## Creston

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### July

TBA

### August

TBA

### September

TBA

## Nakusp

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- July 3 Bookkeeping Lab (9-Noon)
- Aug 13 Bookkeeping Basics (9-4)
- Sept 10 Business Plan 101 (9-4)
- Sept 19 Bookkeeping Lab (9-Noon)

## Castlegar

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- Sept 10 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  
futures.bc.ca e: info@futures.bc.ca

 /communityfutures  @Comm\_Futures

## Course Descriptions

### *Blog Like You Mean Business*

Nelson: Sept 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), using images, calls to action, how and where to post your blogs, and other productivity tips and tricks. Participants must have a website and administrative access. Registration Deadline: Sept 5

### *Bookkeeping Basics*

Nelson: Jul 25, Aug 28, Sept 27 (9-4pm)- Barb Williams  
Creston: (9-3pm) Paul Kelly  
Nakusp: Aug 13 (9-4pm) - Marilyn Rivers  
\$80+GST

Using a bookkeeping journal method, learn how to set-up your own books. Bookkeeping basics includes the principles of double entry, how to keep your records organized and more. Use either a paper journal system or an 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: bring a laptop with Microsoft Excel if you want to learn to use the Excel template. Nakusp: call Marilyn to register: 250-265-3674 x201

### *Bookkeeping Lab*

Nelson: Jul 17, Aug 13, Sept 17 (9-Noon) – Brenda Wiest  
Nakusp: Jul 3 & Sept 19 (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 Nakusp call Marilyn to register: 250-265-3674 x201

### *Branding - Company Identity Design*

Nelson: Sept 17 (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: Sept 12

### *Building Your Website (Online Store) with Shopify.com*

Nelson: Sept 23 & 24 (9-4) – Nikta Boroumand  
\$300+GST

In this hands-on, 2 day workshop, learn how to create, build, and manage your online store using Shopify. Bring your product description and photos, other text (e.g. shipping details, logos, images) and imagination to craft a 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 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 Shopify stores: <http://backdirtroad.ca> & <http://culinary-conspiracy.com>. Registration deadline: Sept 18

### *Business Plan Writing 101*

Nelson: Aug 21 (9-4) – Chris Holland  
Castlegar: Sept 10 (9-4) – Chris Holland  
Creston:  
Nakusp: Sept 10 (9-4) – Marilyn Rivers  
FREE

A business plan is an essential tool for every business owner. It organizes your ideas so you can analyze the viability of your business before you start. This interactive workshop helps you clarify your business concept and explain the basics of a business plan. A basic business plan template, worksheets and resources are provided to help you complete your business plan. Whether it's just an idea or you're further along in, this course is for you! Note: pre-registration required. Nelson, Castlegar & Creston: call 250-352-1933 x100. In Nakusp – call Marilyn to register 250-265-3674 x201

## *Business Continuity Planning (In Case of Emergency)*

Nelson: Sept 25/26 (5-8pm both nights) – Meeri Durand  
\$50+GST

Recent natural disasters in Western Canada has shown that businesses with business continuity plans respond to and recover from unexpected events more quickly and effectively. A detailed emergency response and business continuity plan maximizes the chances of a successful recovery by eliminating hasty decision-making under stressful conditions. Business Continuity Planning is an opportunity for you as a business owner to prepare for natural disasters, minimize the impact on your business, and position your business for recovery.

Armed with the Business Continuity Workbook, you will follow the step-by-step guide to developing a business continuity plan, from risk analysis and business impact assessment, to developing an evacuation plan. At the end of the workshop, you will walk away with your own customized business continuity plan for your business.  
Registration Deadline: Sept 20

## *Computer Lab*

Nelson: Sept 25 (1-4pm) – 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. She is also a whiz with mobile website design, HTML, QR Code Marketing, SEO, Business Facebook and much more! Registration deadline: Sept 19

## *Contests, Promotions & Events*

Nelson: Jul 23 (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 21

## *Facebook for Business (Beginner)*

Nelson: Sept 16 (9-4) – Chris Holland  
\$80+GST

Learn the basics on how to use Facebook to benefit your business and bring you more customers. This free platform is being used by most small businesses for marketing and promotions. You will be setting up your business page so it's helpful if you have access to photos, logo (if you have one) and ideas about your write-ups.  
Registration Deadline: Sept 12

## *Google Lens - the Future of Digital Marketing*

Nelson: Aug 14 (11-Noon) – 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: Sept 25 (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: Sept 20

## *Instagram for Business - Beginner*

Nelson: Aug 15 (9-1) – Chris Holland  
\$50+GST

Learn to use Instagram to reach potential customers and/or promote a virtual store. Instagram is a mobile phone app where you can present images of your business in a professional manner.

This workshop will review the features available on Instagram and help you understand how best to use them to market your business, your products, your services, and yourself. You'll also learn how to set up your accounts and find new followers. Bring images, logos, and other promotional material.

Registration Deadline: Aug 12

## *Instagram – Amp Up Your Game! (Intermediate/Advanced)*

Nelson: Sept 26 (9-4) – Alex Balcer  
\$80 +GST

For those who are already familiar with Instagram and would like to know more about proper hashtags, planning posts, composing better pictures. The goal is to improve your workflow, engage with and attract more followers, and help build a profile to represent your business and brand. We will be using your existing pictures and some Instagram available apps too.

Registration Deadline: Sept 20

## *iPhone Photography for Small Business*

Nelson: Sept 30 (9-4) – Alex Balcer  
\$80 +GST

This one-day workshop focuses on how to use your phone's camera to showcase your product or service online on Instagram, Pinterest, and Etsy... while staying within your budget.

Learn basic photography techniques, such as lighting, use of space, angles, and props that will make your product or service shine. Once you have the photos, then learn how to edit them 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: Sept 25

## *Me Inc. – How to Start a Business*

Nelson: Aug 14 (1-3ish) – Chris Holland  
FREE

Have you ever thought about becoming an entrepreneur, and running your own business? Maybe launching a start-up? Or buying a business?

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.

Free but pre-registration is required.

## *“Send Me Something” – The Art of Being Prepared*

Nelson: July 18 (9-1) – Chris Holland  
\$50 +GST

As an entrepreneur, you may be asked to submit something or send more information to a potential client. When you hear the words “send me something” this means they're interested in your business. Providing a quality response in a timely manner will affect how your business is perceived. Don't be caught off-guard. Learn how to confidently “send something” that works.

## *Tax Matters for Small Business – Canada Revenue Agency*

Nelson: Sept 11 (10-Noon) – Judi Head CRA Liaison Officer  
Free but please pre-register

All small business owners have tax matters relating to their business activities. This support seminar hosted by Canada Revenue Agency will provide information on:

- Business tax deductions
- Common tax errors
- Helpful tools and services offered by the CRA
- General bookkeeping concepts and best practices
- How to request an in-person visit from a CRA Liaison Officer