

Small Business Training Schedule

April - June 2020 – All classes via zoom!

Nelson

April

- 7 **Bookkeeping Lab** (9-Noon)
 - 9 **Selling Online 101** (9-4)
 - 15 **Blog Like You Mean Business** (9-4)
 - 20 **Computer Lab** (1-4)
 - 21/22 **Bldg Your Website w Shopify.com** (9-4)
 - 23 **Bookkeeping Basics** (9-4)
 - 24 **Business Plan 101 – Free** (9-4)
 - 28 **DIY Video for Social Media** (9-4)
 - 29 **Make Every Word Count –** (9-10:30)
 - 29 **Me Inc – How to Start a Business – Free** (1-4)
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May

- 5 **Bookkeeping Lab** (9-Noon)
 - 6 **'Send Me Something' – Art of Being Prepared** (9-1)
 - 12 **Product Packaging & Label Design** (9-4)
 - 13 **Bookkeeping Basics** (9-4)
 - 20 **Fusion Marketing for a Digital World** (9-1)
 - 21 **Branding 101: Logo & Business Card** (9-4)
 - 22 **Time Management for Busy Entrepreneurs** (9-4)
 - 25 **Facebook for Business (Beginner)** (9-4)
 - 26 **The Art of Instruction: How to Teach What You Know** (9-4)
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June

- 1 **Branding 201: Brand & Mood Board** (9-4)
- 4 **Writing Email Newsletters That Connect** (9-4)
- 11 **Bookkeeping Lab** (9-Noon)
- 15 **Writing Killer Sales Copy** (9-1)
- 17 **Business Plan 101 – Free** (9-4)
- 22 **Facebook – Engage Your Audience ADV** (9-1)
- 24 **Trans 101 – How to Be an Ally** (12-1:30)
- 26 **Bookkeeping Basics** (9-4)

Creston

- April 20 **Bldg Yr Website w Weebly.com** (9-4)
- May 4 **Bookkeeping Basics** (9-4)
- May 11 **Business Plan 101 – Free** (9-4)
- Jun 1 **Facebook for Business (Beginner)** (9-1)

Nakusp

- Jun 26 **Business Plan 101 – Free** (9-4)
- For bookkeeping labs contact Marilyn
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For more details or to register, please call or email Community Futures Central Kootenay.

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

Creston: (250) 551-5138

Nakusp: (250) 265-3674 x201

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Course Descriptions

Art of Instruction: How to Teach What You Know

Nelson: May 26 (9-4) – Carmen Ditzler
\$90+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 21**

Bookkeeping Basics

Nelson: Apr 23, May 13, Jun 26 (9-4) Barb Williams
Creston: May 4 (9-4) Amanda Murray
\$90+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. Register: info@futures.bc.ca

Bookkeeping Lab

Nelson: Apr 7, May 5, Jun 11 (9-Noon), Brenda Wiest
Nakusp: Contact 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

Blog Like You Mean Business

Nelson: Apr 15 (9-4) – Julia Gillmor
\$90+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: Apr 10

Branding 101: Logo & Bus Card Design

Nelson: May 21 (9-4) – Alex Balcer
\$90 +GST

Characteristics of a good logo are simple, memorable, versatile and relevant. Now that you have a product or service and a business name, you are ready to communicate with your customers through your branding. We will explore some logo design fundamentals and creations techniques. You will be using the 'Canva' design program so please bring your laptop (if you have one) and charging cable.

Registration deadline: May 18

Branding 201: Brand & Mood Board

Nelson: June 1 (9-4) – Alex Balcer
\$90 +GST

Your brand has its own identity and story to tell. By creating a mood board you will find focus and help your business clarify your message and dramatically improve how you connect with your customers. We will explore branding essentials, how to be relevant and how to create trust. You will be using the 'Canva' design program so please bring your laptop (if you have one) and charging cable.

Registration deadline: May 27

Build Your Website & Online Store with Shopify

Nelson: Apr 21 & 22 (9-4 both days) – Nikta Boroumand
\$300 +GST

In this workshop, learn how to create, build, and manage your online store using Shopify. Bring product description and photos, text (e.g. shipping details, logos, images) and imagination to craft a fully functioning online store. The workshop includes lecture and demonstration, but is centered on participants building their own website project. With a small class, size there is plenty of time for questions and one-on-one help. Shopify plans start at \$15/month and include online store interface, secure payments, shipping, and built-in and third-party payment gateway options.

Registration deadline: April 16

Build Your Website with Weebly

Creston: April 20 (9-4) – Amanda Murray
\$95 +GST

A website is a great way to showcase your business. This class is for those who likes to do-it-yourself or who are on a budget. Weebly is a free website builder that allows anybody to build their own websites quickly and with ease. This site is founded on the belief that anyone should have the tools to take their business from idea to launch to growth. Bring a laptop, digital photos, logos, and write-ups that you want to include on your website.

Registration deadline: Apr 15 email: info@futures.bc.ca to register

Business Plan 101

Nelson: Apr 24 & Jun 17 (9-4) – Chris Holland
Creston: May 11 (9-4) – Amanda Murray
Nakusp: Jun 26 (9-4) – Marilyn Rivers
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.**

**Nelson, Castlegar & Creston: email info@futures.bc.ca
Nakusp call: 250-265-3674 x201**

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**

DIY Video for Social Media

Nelson: Apr 28 (9-4) – Alex Balcer
\$90 +GST

This workshop focuses on basic video techniques like lighting, use of space, angles and props that will make your product or service look more professional. You will be doing a lot of filming throughout the day so bring your phone, a charger and a laptop (if you have one). Once you have content you will learn how to edit quickly and efficiently with some great, easy-to-use apps and pre-sets.

Registration deadline: May 22

Facebook for Business (Beginner)

Nelson: May 25 (9-4) – Chris Holland
\$90+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. Building a LinkedIn profile will also be covered during lab time. **Registration deadline: May 20**

Facebook: Engage Your Audience (Adv)

Nelson: June 22 (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**

Facebook for Business (Creston)

Creston: Jun 1 (9-1) – Amanda Murray
\$50 +GST

It's time to get your business on Facebook and learn how social media can help you market your business in an affordable way. In this class, learn how to set-up your Facebook business page, create posts, and connect with your customers. Bring a laptop, photos, logos, and write-ups for your page.

Registration deadline: May 27 email: info@futures.bc.ca

Fusion Marketing for a Digital World

Nelson: May 20 (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: May 18

Make Every Word Count (webinar)

Nelson: Apr 29 (9-10:30am) – 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 through targeting, content editing and clear design 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 24**

Me Inc. – How to Start a Business

Nelson: Apr 29 (1-3) – Chris Holland
Free – Preregistration is required

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: this workshop does not cover writing a business plan (see: Business Plan 101)

Registration deadline: April 27

Product Packaging & Labelling Design

Nelson: May 12 (9-4) – Alex Balcer
\$90 +GST

This class will help guide you through the essentials to get your product on the shelves or online and make it stand out. We will cover Canadian guidelines for packaging such as your list of ingredients and your barcode as well as the 'look' of your packaging. You will be using the 'Canva' design program so please bring photos of your product or service, laptop (if you have one) and a charging cable.

Registration deadline: May 7

Selling Products Online 101

Nelson: Apr 9 (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, Volution, 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: Apr 6**

“Send Me Something” – The Art of Being Prepared

Nelson: May 6 (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 but they want more details or would like to look it over before committing. 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.

Time Management for Busy Entrepreneurs

Nelson: May 22 (9-4) – Kathy Stowell
\$90 +GST

Feeling overwhelmed and like there’s not enough time to do it all? Finding yourself easily distracted from your to-do list? Join us in this full day workshop that will help you create more hours each week to reach your business goals AND live the life that you work so hard for. What to expect

- Have more awareness around how you’re wasting time and how to change your habits and mindset.
- Time management techniques to increase your focus and stay productive.
- A weekly ritual to create a to-do list that sticks.
- A productivity plan that works for YOU.

Registration Deadline: May 19

Trans 101: Be an Ally to the Trans Community

Nelson: Jun 24 (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 Email Newsletters That Connect

Nelson: Jun 4 (9-4) – Kathy Stowell
\$90 + GST

No matter your business, you know you need to be sending out regular emails to your clients and customers to keep them informed, engaged with your offerings and connected to what makes your business unique. But what to write? In this workshop we will write up an effective welcoming sequence that begins the relationship building process in a way that speaks your values as a business. We’ll also move on to creating an email newsletter schedule, and ideas on what to share in these regular touch points to your customers. **Registration deadline: June 1**

Writing Killer Sales Copy

Nelson: Jun 15 (9-4) – Julia Gillmor
\$90 +GST

If you sell online, you need to communicate in an effective way that moves people to take action. Sales copy and sales pages (a.k.a. ‘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, opt-in, register for a webinar, follow you on social media, or make a purchase, you need to persuade your reader to take action! In this course 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: Jun 10