

# Small Business Training Schedule

July - September 2020

## Nelson – all via zoom!

### July

- 7 Building Your Website w Weebly (9-4)
- 15 Bookkeeping Lab (9-Noon)
- 23 Bookkeeping Basics (9-4)
- 27 Instagram for Beginners (9-4)
- 28 Secret to Generating Revenue (9-1)
- 29 Me Inc. How to Start a Business – Free (9-Noon)
- 30 Search Engine Optimization (9-1)

### August

- 10 Business Plan 101 – Free (9-4)
- 11 Facebook for Business – Beginner (9-1)
- 12 Bookkeeping Lab (9-Noon)
- 18 Photography for Small Bus & Social Media (9-4)
- 19 Publicity Made Simple – Press Release (9-1)
- 20 Branding: Logo & Business Card Design (9-4)
- 26 Selling Online 101 (9-4)
- 27 Bookkeeping Basics (9-4)

### September

- 9 Bookkeeping Lab (9-Noon)
- 10 Business Plan 101 – Free (9-4)
- 11 Work-Life Balance (9-4)
- 14 Blog Like You Mean Business (9-4)
- 15 DIY Video for Social Media (9-4)
- 16 Facebook – Engage Your Audience (ADV) (9-1)
- 21 Fusion Marketing for a Digital World (9-1)
- 24 Bookkeeping Basics (9-4)
- 25 Writing Email Newsletters That Connect (9-4)
- 29/30 Building Your Website with Shopify.com (9-4 both days)

## Creston – all via zoom!

### July

- 7 Building Your Website with Weebly (9-4)

### August

- 11 Facebook for Business – Beginner (9-1)

### September

- 10 Business Plan 101 (9-4)

## Nakusp

Bookkeeping Lab (9-Noon) – Contact Marilyn for details



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

**\*Currently all classes are via zoom, attend from home!**

## Course Descriptions

### *Blog Like You Mean Business*

**Nelson:** Sept 14 (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: Sept 9**

### *Bookkeeping Basics*

**Nelson:** Jul 23, Aug 27, Sept 24 (9-4pm) - Barb Williams  
\$90+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.

### *Bookkeeping Lab*

**Nelson:** Jul 15, Aug 12, Sept 9 (9-Noon) – Brenda Wiest  
**Nakusp:** Check w Marilyn for availability  
\$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

**All classes are currently being offered via zoom so you can attend from home. All you need is a computer and decent wifi!**

### *Branding 101: Logo & Business Card Design*

**Nelson:** Aug 20 (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: Aug 17**

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

**Nelson:** Sept 29 & 30 (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 23**

### *Build Your Website with Weebly*

**Creston:** (via zoom so attend from anywhere) July 7 (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: July 2**

## *Business Plan 101*

**Nelson:** Aug 10 (9-4) – Chris Holland

**Creston:** Sept 10 (9-4) – Amanda Murray

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!

**Free but please pre-register.**

## *DIY Video for Social Media*

**Nelson:** Sept 15 (9-4) – Alex Balcer

\$90 +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: Sept 10**

## *Facebook for Business (Beginner)*

**Creston/Nelson:** Aug 11 (9-1) – Amanda Murray

\$50+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: Aug 6**

## *Facebook: Engage Your Audience*

**Nelson:** Sept 16 (9-1) – Chris Holland

\$50+GST

Discover how to be prepared, learn newsfeed formulas, and enhance your presence. Also learn how to place Facebook ads and boost posts. **Note:** this class is for those who have already set up their Business Facebook page and are looking for opportunities to network with a wide variety of people. **Registration deadline: Sept 14**

**All classes are currently being offered via zoom so you can attend from home. All you need is a computer and decent wifi!**

## *Fusion Marketing for a Digital World*

**Nelson:** Sept 21 (9-1) – Chris Holland

\$50 +GST

*Fusion Methodology:* when like-minded people work together for mutual benefit. With digital marketing developing at a rapid rate, it is important to maximize your market growth through fusion methodology. In this session, we'll review fusion methods, organic growth, and digital marketing opportunities. Once you understand how to apply these tools, your marketing campaigns will be more successful! **Registration deadline: Sept 17**

## *Instagram for Business - Beginner*

**Nelson:** July 27 (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: July 23**

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

**Nelson:** July 29 (9-Noon) – 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.**

## *Photography for Small Business*

**Nelson:** Aug 18 (9-4) – Alex Balcer  
\$90 +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: Aug 13**

## *Publicity: The New Media Advantage*

**Nelson:** Aug 19 (9-1pm) – Chris Holland  
\$50 +GST

Getting publicity for your business is one of the most powerful and cost-effective promotional tactics you can use. The rules are simple, conventions must be followed, but the pay-off is worth the effort. This workshop covers the basics of publicity, what it is, why you should use it, and how to get it. We will also look at setting up your press release. **Registration deadline: Aug 17**

## *Search Engine Optimization*

**Nelson:** July 30 (9-1) – Alex Balcer  
\$50+GST

Do you have an amazing website, but no one can find it? Or want to increase your web traffic? Then welcome to the world of SEO (Search Engine Optimization)! Learn how to customize your SEO to your target audience and market place, and increase the hits on your site, session duration, and decrease your bounce rates. An introduction to Google Analytics is also included to help understand your web traffic. **Registration Deadline: July 27**

## *Secret to Generating Income*

**Nelson:** July 28 (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 use

to generate income. Come for the process, leave inspired.

**Registration deadline: July 24**

## *Selling Online 101*

**Nelson:** Aug 26 (9-4pm) – Nikta Boroumand  
\$120 +GST

Thinking about selling your products online? This class helps you plan your approach to selling your products online including packaging, shipping methods, payment methods, customer support, regulations, and legalities. Learn about sites and services available for selling your products including marketplaces (e.g. Amazon), or online craft fairs (e.g. Etsy) or social networks (e.g. Facebook) as well as your own online storefront. Learn about several trusted online services and tools including: PayPal integration, WordPress for Artisans, Wufoo forms, Etsy, Wix, Volusion, Squarespace, and Shopify. Note: this is not a computer workshop; the format is lecture, presentation and Q&A. **Registration deadline: Aug 20**

## *Work/Life Balance*

**Nelson:** Sept 11 (9-1) – Kathy Stowell  
\$50 +GST

As a busy entrepreneur, it's difficult to make time for family, friends, self-care, and fun. This workshop helps you find the balance between your business and your life. Learn about the four pillars of a balanced life: self-care, creative play, values, and simplicity and what those mean to you. By the end of this workshop, you'll have a schedule that will help you find the work-life balance in a way that works for you. **Reg deadline: Sept 8**

## *Writing Email Newsletters That Connect*

**Nelson:** Sept 11 (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. **Reg deadline: June 1**