

Small Business Training Schedule (online)

October-December 2020

Community Futures Workshops

October

- 8 Facebook for Business-Beginner (9-1)
- 14 Bookkeeping Lab (9-Noon)
- 19 Branding 101 – Logo & Business Card (9-4)
- 20 Zoom – Get on Board! – **Free** (Noon - 1)
- 20 Me Inc. How to Start a Business – **Free** (1-3)
- 21 Bookkeeping Basics (9-4)
- 22 Business Plan 101 – **Free** (9-4)
- 26 Publicity Made Simple (9-1)
- 27 Writing Killer Sales Copy (9-4)
- 29 Selling Online 101 (9-4)

November

- 2 Writing Your 'About You' Page (10-11:30)
- 4 Time Mgmt for Busy Entrepreneurs (9-4)
- 5 Search Engine Optimization & Google Analytics (9-4)
- 9 Make Every Word Count (10-11:30)
- 16 Instagram for Beginners (9-1)
- 17 Bldg a Website with Weebly (9-4)
- 18 Bookkeeping Lab (9-Noon)
- 19 Bookkeeping Basics (9-4)
- 23/24 Bldg a Website with Wordpress (9-4 both days)
- 25 Photography for Small Business (9-4)
- 26 Send Me Something – Art of Being Prepared (9-1)
- 30 Bldg a Website with Squarespace (9-4)

December

- 1 Instagram – Amp Up Your Game (Adv) (9-4)
- 7 Facebook for Business (Beginner) (9-1)
- 8 DIY Video for Social Media (9-4)
- 9 Bookkeeping Lab (9-Noon)
- 10 Writing Email Newsletters that Connect (9-4)
- 14 Facebook – Engage Your Audience (Adv) (9-1)
- 15 Business Plan 101 – **Free** (9-4)
- 16 Blog Like You Mean Business (9-4)

Basin Business Advisors Program

All workshops are free and delivered via Zoom

Oct 15 Agriculture Marketing – Stay Profitable Without Leaving the Farm – **Free** (9-11)

Oct 22 Buying a Business – **Free** (9-11)

Nov 3 Succession Planning – **Free** (6-8)

Nov 18 Agriculture Succession Planning – **Free** (9-11)

→ Go to <https://bbaprogram.ca/workshops> to register

Women's Enterprise Centre

All workshops are free and delivered via Zoom

Oct 14 Setting New Goal Posts: Growing Your Business from a Tactical Perspective – **Free** (Noon-1:30)

Oct 21 Focused Marketing: Targeted Effort, Tangible Results – **Free** (Noon-1:30)

Oct 28 Keeping Good Employees on Board – **Free** (Noon-1:30)

Nov 4 Moving Up! Business Growth Strategies – **Free** (Noon-1:30)

→ Go to www.wec.ca/BYB to register

Columbia Basin Alliance for Literacy

All workshops are free and delivered via Zoom

Oct 19 Fostering a Culturally Safe Workplace (9:30-11)

Nov 18 Building Inclusive Communities (1:30-3)

Dec 7 Fostering a Culturally Safe Workplace (9:30-11)

For more details or to register, please email us at: info@futures.bc.ca or visit www.futures.bc.ca

 /CommunityFutures  @Comm_Futures


Community Futures Central Kootenay

Course Descriptions

Blog Like You Mean Business

Dec 16 (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: Dec 11

Bookkeeping Basics

Oct 21 or Nov 19 (9-4pm) – Barb Williams
\$90+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. * Please bring a USB drive to the class so you can take home a copy of the Excel template.

Bookkeeping Lab

Oct 14, Nov 18, Dec 9 (9-12) – Brenda Wiest
Nov 13 & Dec 11 (9-12) – 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 101: Logo & Business Card Design

Oct 19 (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: Oct 14**

Building a Website with Squarespace

Nov 30 (9-4) – Alex Balcer
\$95+GST

Build a website in a day using the popular low-cost squarespace.com platform. Customize their templates to fit your business and personality. Connected Services are built into your Squarespace website so you can easily connect to leading payment, shipping, social media, and marketing tools. Have your logo, images and write-ups ready if you have them. **Registration deadline: Nov 25**

Build Your Website with Weebly

Nov 17 (9-4) – Amanda Murray
\$95 +GST

A website is a great way to showcase your business. This class is for those who are DIY &/or 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 everyone should have the tools to take their business from idea to launch to growth. Have some digital photos, logos, and write-ups ready to include on your website. **Registration deadline: Nov 12**

Building Your Website with Wordpress

Nov 23 & 24 (9-4 each day) – Nikta Boroumand
\$300+GST

Learn to create, build, and manage your own website using the world's leading web publishing platform, WordPress.com. Bring your text, images, and imagination to build a fully functioning website (with free hosting). Workshop includes lecture and demonstration, but mostly focuses on participants building their own website. There's plenty of time for questions and one-on-one instruction. Students must have intermediate computer and internet skills, including: experience with software such as Microsoft Word; an ability to navigate folders for accessing and saving documents and images; and an accessible web email account. **Registration deadline: Nov 17**

Business Plan 101

Oct 22 (9-4) – Chris Holland
Dec 15 (9-4) – Amanda Murray
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 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!

DIY Video for Social Media

Dec 8 (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: Dec 3**

Facebook: Engage Your Audience (advanced)

Dec 14 (9-1) – Chris Holland
\$50 +GST

If you already have your own business Facebook page, then 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: Dec 10**

Facebook for Business (beginner)

Oct 8 (9-1) – Amanda Murray
Dec 7 (9-1) – Chris Holland
\$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, logo (if you have one) and think about what you'd like your write-ups to say. **Registration deadline: Oct 5/ Dec 3**

Instagram: Amp Up Your Game (Intermediate/ advanced)

Dec 1 (9-4) – Alex Balcer
\$90 +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: Nov 26**

Instagram for Business (Beginner)

Nov 16 (9AM-1PM) – Chris Holland
\$50+GST

Learn to use the mobile app 'Instagram' to reach potential customers and/or promote a virtual store. Instagram is a visual digital organizer that will help you to present images of your business in a professional manner; it also complements other Social Media. This workshop will review the features and help you understand how best to use them to market your business, your products/services and yourself. You'll also learn how to set up your account and find new followers. Bring images, logos etc.

Registration Deadline: Nov 12

Make Every Word Count

Nov 9 (10-11:30) – Kate Harrison Whiteside
\$35 +GST

We all receive and give out too much information. So, how do we streamline our writing? Learn how to write more concise, clear and coherent communication that really connects with your audience. You will gain audience awareness, writing, editing and testing insights. If you write emails, web content, documents and marketing materials, this class is for you. **Reg deadline: Nov 4**

Me Inc. – How to Start a Business

Oct 20 (1-3) – Chris Holland
FREE – Preregistration is required

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. (For help with a business plan, see *Business Plan 101*).

Photography for Small Business

Nov 25 (9-4) – Alex Balcer
\$90 +GST

Learn how to use your phone's camera to showcase your product or service online on Instagram, Pinterest, and Etsy while staying on budget. Learn photography techniques such as lighting, use of space, angles, and props that make your product or service shine. Then learn how to edit quickly and efficiently with some great, easy-to-use apps and pre-sets. **Registration Deadline: Nov 20**

Publicity Made Simple

Oct 26 (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. This workshop covers the basics of publicity, what it is, why you should use it, and how to get it. It also looks at the effectiveness of social media and the usefulness of the press release. **Registration deadline: Oct 22**

Search Engine Optimization & Google Analytics

Nov 5 (9-4) – Alex Balcer
\$90+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: Nov 2**

Selling Online 101

Oct 29 (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, Volution, Squarespace, and Shopify. Note: this is not a computer workshop; the format is lecture, presentation and Q&A. **Registration deadline: Oct 26 noon**

"Send Me Something": The Art of Being Prepared

Nov 26 (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 gets results.

Registration Deadline: Nov 23

Time Management for Busy Entrepreneurs

Nov 4 (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: Oct 30

Writing Email Newsletters That Connect

Dec 10 (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 to 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: Dec 7

Writing Killer Sales Copy

Nelson: Oct 27 (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 them to take action! Learn the steps to create an actual sales page and uncover the elements of writing sales copy. Leave with a step-by-step guide to create a new sales page for your product or service.

Registration deadline: Oct 23

Writing Your About You Page

Nelson: Nov 2 (10-11:30) – Kate Harrison Whiteside
\$35+GST

Despite our experience as web surfers, creating our own business content can be tricky. One of the most visited page for new clients is your 'About' story. But, these pages often don't keep clients interested. Interestingly, our 'About' page is not really about us. Learn how to create a page that connects and entertains. In this workshop you'll find out how to create an interesting story your clients will like, link to and learn from. We'll cover writing tips for this page, key components of good storytelling and how to focus on your clients' needs first. You'll leave with a new draft 'About' page to update your site. **Registration Deadline: Oct 28**

Zoom: Get on Board!

Nelson: Oct 20 (12-1) – Chris Holland
FREE

Since the start of the pandemic lockdown, more businesses and families are meeting on "Zoom". Feeling left out because you haven't tried it? This fun filled hour will get you comfortable with the platform and explain the simple ways to engage with others in the new normal. Free but please pre register.

Registration deadline: Oct 19

Women's Enterprise Centre Courses:

Setting New Goal Posts: Growing Your Business from a Tactical Perspective

Online: Oct 14 (Noon-1:30) FREE

Identify your strengths, weaknesses, opportunities and threats and learn how to use them to create strategies that achieve your business vision. Register:

www.wec.ca/BYB

Focused Marketing: Targeted Effort, Tangible Results

Online: Oct 21 (Noon-1:30) FREE

Learn the process of building a sound marketing strategy for your business to real the tactics that make the most sense for your motivation, market and money. Includes the downloadable workbook: Focused Marketing (\$15 value). To register: www.wec.ca/BYB

Keeping Good Employees on Board

Online: Oct 28 (Noon-1:30) FREE

In this interactive session, Dawn McCooley will help you determine best practices that will fit within the unique culture of your business and create an action plan to increase employee retention. Register:

www.wec.ca/BYB

Moving Up! Business Growth Strategies

Online: Nov 4 (Noon-1:30) FREE

Explore new ways to partner up to expand the marketing and/or operational capacity of your business.

To register: www.wec.ca/BYB

Basin Business Advisors Program Courses:

Agriculture Marketing Workshop: Stay Profitable Without Leaving the Farm

Online: Oct 15 (9-11am PST) – Nyree Marsh
FREE, register at bbaprogram.ca/workshop.

How do you tell a compelling story and build your farm identity online? What do you need to do to sell online? How can you capitalize on the increased demand for local food? Ensuring your farm business has an effective online presence is more important than ever. Agriculture Specialist, [Nyree Marsh](#), will walk participants through the key factors for marketing and selling online. You will come away with ideas on how to fit online opportunities to your operation

Agriculture Succession Planning

Online: Nov 18 (9-11am PST) Nyree Marsh & Alison Bjorkman
FREE

Planning the transfer of your farm, whether to a family member or outside buyer, can seem like an overwhelming task. Now is the time to get serious about creating a succession plan that works for you! This workshop helps you explore option and find answers to your questions. We will review: preparing your business for sale; tax, life insurance, estate tips; critical issues, and, setting goals.

Registration deadline: Nov 12. To register, visit bbaprogram.ca/workshop.

Buying A Business

Online: Oct 22 (9-11am PST) Basin Business Advisors
FREE

Whether you're taking over from a family member, acquiring to expand your business, or starting a new business, buying a business is a big decision. You must consider property, equipment and inventory evaluation; business reputation; employees; and financing. In this workshop, we will review: **Self-Assessment** (is this business purchase right for you?); **Business Valuation** (is the business priced appropriately? What are you buying?); and **Process to Buy a Business** (analysis, making the offer, and legalities). To register, visit bbaprogram.ca/workshop

Basin Business Advisors continued

Succession Planning Workshop

Online: Nov 3 (9-11am PST)
FREE

As a business owner, you have probably given considerable thought to the success of your company. But what will happen to it when you retire or decide to sell your business?

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.

To register, visit: bbaprograms.ca/workshop

Columbia Basin Alliance for Literacy Courses:

Building Inclusive Communities

Online: Nov 18 (1:30-3) Carolyn Amantea
Free

Join this free virtual workshop to learn about fostering inclusion and acceptance in your community. Identify and address cultural misunderstandings and language barriers and understand your own cultural misconceptions and biases.

Registration deadline: Nov 13, to register, email info@futures.bc.ca

Fostering a Culturally Safe Workplace

Online: Oct 19 or Dec 7 (9:30-11) Carolyn Amantea
Free

This free online workshop will cover how to create a workplace culture of inclusion and acceptance. Identify and address cultural misunderstandings and language barriers that you may have between staff members. Understand our own cultural misconceptions and biases.

Registration deadline: Oct 14 or Dec 2. To register, email info@futures.bc.ca