

THE ESSENTIAL ENTREPRENEUR WORKSHOP SERIES

Sept 11 – Dec 4, 2010 (Alt Saturdays) @ Simi Valley, Chamber of Commerce,
{[NEW LOCATION in Simi Valley](#)} 40 W. Cochran St. #100, Simi Valley, CA. 93065

#1 Sept. 11 08:30a-03:00p [\$55] *START, GROW, AND SUCCEED*

If you are considering starting your own business, or just started one, attending this valuable workshop is a must. This comprehensive and easy to understand overview will provide you with the basic steps you need to take; how to research your idea, get the necessary permits, find funding, decide on an organizational structure, and the basics of a marketing, financial and business plan. Legal structure covered by our SCORE lawyer.

#2 Sept 25 08:30a-03:00p [\$55] *MARKETING PLAN AND SALES STRATEGY*

Your marketing and sales plan is the backbone of your business. Learn how to build an effective marketing plan: Identify your market, customer; pricing; sales forecasting and how to promote and advertise your business. Our workbook session will help you actually create your own marketing and sales plan.

#3 Oct 9 08:30a-03:00p [\$55] *FINANCIALS AND CASH MANAGEMENT*

Financial Statements are the “report card” for your business. You will learn what they mean and how to use them. The ability to interpret the data and understand their meaning is imperative to making your endeavor a success. This workshop will help you classify and analyze your data correctly manage cash flow, and then how to use financial information to understand, maintain and grow your business. Workbook provided.

#4 Oct 23 08:30a -03:00p [\$55] *BUILD A BETTER BUSINESS PLAN – A HOW-TO APPROACH* You don't know where you are going or how to get there unless you have a road map. A business plan forces you to think out all the facets of your business. It gives you the tools to evaluate how you are doing and is a must to acquire financing. Learn how to set up your business goals, analyze your market, and forecast your earnings. During this session you will actually start or update your existing business plan. Workbook provided.

#5 Nov 6 08:30a-03:00p [\$55] *GROWING, MANAGING, AND OPERATING YOUR BUSINESS* Management and administration is another of those skills that spells the difference between a successful business and just a job. Learn how to monitor and control your operation and grow and expand your business. We will cover building your team, how to expand your customer base, working with suppliers, contingency planning, basic insurance coverage and more. Lots of class interaction.

#6 Nov 20 08:30a-03:00p [\$55] *WEBSITE MARKETING AND SOCIAL NETWORKING*

Learn the how to use website marketing to increase sales; social networking (e.g. Twitter, Facebook, LinkedIn), and email marketing to reach more customers effectively. Effective SEO techniques will be explained and explored. This is a great class for both start-up and existing businesses.

#7 Dec. 4 08:30a-03:00p [\$55] *How to Do Business with the Government*

We cover the city, state and federal government as well as the Navy. Learn how to get 8a certified, the proper way to look for bids, get qualified; what administrators look for in a proposal; the importance of NAICS codes and how to locate them for your business. Governments hire all types of businesses from plumbers to consultants and buy a variety of products.

Check out our website for details and see registration form on reverse side. Workshops include **Free business counseling**. Because **seating is limited, there will be no refunds**. These classes fill up fast. Workshops are taught by professional executives with expertise in the subject matter they teach. **805-204-6022 or info@scoreventura.org**

www.scoreventura.org

Workshops include all handout material and workbooks when applicable

Score is a resource partner of the SBA





Mailing Address: **SCORE Ventura County, P.O. Box 1452, Camarillo, CA 93011-1452**

REGISTRATION FORM - PLEASE PRINT LEGIBLY (Black or Blue ink only)

Date: _____

Attendee Name (Last Name, First Name): _____

Address: _____ City/State/Zip: _____

E-Mail: _____ Alt.: _____ Phone(s): _____

Payment (circle one): Cash / Money Order / Check / American Express / DISCOVER / MasterCard / VISA [provide CARD ACCT information below]

Cardholder Name (Last Name, First Name): _____

Address: _____ City/State/Zip: _____

Card#: _____ Exp. Date: _____ Signature: _____

SCORE® is required to collect demographic information on those served. (Please circle one response for each):

Gender: Male / Female Ethnicity: Hispanic / Non-Hispanic Currently in Business: Yes / No Disabled: Yes / No
 Veteran Status: Veteran / Service Disabled Veteran / Non-Veteran Military Status: Member of Reserve or National Guard / On Active Duty
 Race: Native American or Alaskan Native / Asian American / Black or African American / Native Hawaiian or Other Pacific Islander / White

What prompted you to contact SCORE®? (Please circle all that apply)

SBA / Other SCORE Client / Chamber of Commerce / Lender / Magazine / Educational Institution / SBA Website / Business
 Owner / Internet / Local Economic Development Official / Television or Radio / Newspapers / Word Of Mouth / Other

Business Name (if any): _____

Type (or NAICS): _____ #Years in business: _____ #Employees: _____

Check	Workshop Title	Date [2010]	Time	\$/per peson	Total
<input type="checkbox"/>	5 workshops in the series, reg. \$275 only \$235, check your selections		08:30 am-3:00 pm	235.00	
<input type="checkbox"/>	6 workshops in the series, reg. \$330 only \$275, check your selections		08:30 am-3:00 pm	275.00	
<input type="checkbox"/>	All seven workshops, reg. \$385 only \$299, #1 thru #7		08:30 am-3:00 pm	299.00	
<input type="checkbox"/>	#1 Start, Grow and Succeed	09/11	08:30am-03:00pm	55.00	
<input type="checkbox"/>	#2 Preparing a Marketing Plan and Sales Strategy	09/25	08:30am-03:00pm	55.00	
<input type="checkbox"/>	#3 Understanding Financials and Cash Management	10/09	08:30am-03:00pm	55.00	
<input type="checkbox"/>	#4 Build a Better Business Plan – A How-To Approach	10/23	08:30am-03:00pm	55.00	
<input type="checkbox"/>	#5 Growing, Managing and Operating Your Business	11/06	08:30am-03:00pm	55.00	
<input type="checkbox"/>	#6 Website Marketing and Social Networking	11/20	08:30am-03:00pm	55.00	
<input type="checkbox"/>	#7 How to do business with the government, city, state federal (and the Navy)	12/04	08:30am-03:00pm	55.00	
	Late Registration Fee (at-the-door registrations, seating cannot be guaranteed)			10.00	
TOTAL					

NOTE: American Express, DISCOVER, MasterCard, and VISA cards only. Mail registration form & payment (except cash) to SCORE Ventura County. Make checks & money orders payable to "SCORE Ventura County". SCORE® is a resource partner of the U.S. Small Business Administration (SBA). <http://www.scoreventura.org/>