

# Make the Most of Your Business



**SCORE**<sup>®</sup>  
Counselors to America's Small Business



## ENTREPRENEUR SERIES

(formerly called "Starting & Managing Your Own Small Business")

June 13, 2009 - August 22, 2009 (Alternate Saturdays) 9:00 am - 3:00 pm  
Oxnard College (4000 S. Rose Avenue, Oxnard, CA 93033) Room JCC-3B

### #1 Jun 13 **START, GROW, AND SUCCEED** [RS]\*\*

If you are considering starting your own business, 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.

### #2 Jun 27 **MARKETING PLAN AND SALES STRATEGY** [RS] [RE] \*\*\*

Your marketing and sales plan is the backbone of your business. Learn how to select the proper service or products; how to arrive at the correct pricing; how to promote and advertise your business. Our workbook session will help you actually create your marketing plan at this session.

### #3 Jul 11 **FINANCIALS AND CASH MANAGEMENT** [RS] [RE] \*\*\*

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 classify your data correctly, and then how to use the financial information to understand, maintain or grow your business.

### #4 Jul 25 **BUILDING A BETTER BUSINESS PLAN – A HOW-TO APPROACH** [RS] [RE] \*\*\*

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.

### #5 Aug 8 **GROWING, MANAGING, AND OPERATING YOUR BUSINESS** [RS] [RE] \*\*\*


Business management and administration is another of those skills that spells the difference between 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.

### **BONUS Aug 22 INTERNET MARKETING** [RS] [RE] \*\*\*

This workshop was developed for both entrepreneurs who already have a website or are just getting started. Learn the basics of Search Engine Optimization, how to enhance your website's ranking. We will start with the basics, and learn keyword strategy, analyze site architecture, how to use web analytics to monitor your success, how to optimize links, domains, hosting and other key elements for successful website marketing.

\*\*\* [RE] - Recommended for Existing Businesses [RS] - Recommended for Start Ups Businesses

Pre-registration Fees: Workshops #1-5: \$39 each; Bonus Workshop only: \$49; Complete series #1-5: \$159 (regularly \$195); Complete series #1-5 & BONUS: \$183 (regularly \$244). Registration at-the-door: Add \$5 to pre-registration fees. Cash, check & major credit cards accepted for payment. Certificate provided for complete series. Free business counseling. Seating is limited. To register or get more information: **805-204-6022**, [info@scoreventura.org](mailto:info@scoreventura.org), <http://www.scoreventura.org/>.

SCORE<sup>®</sup> is a resource partner of the U.S. Small Business Administration (SBA). 



SCORE<sup>®</sup> provides FREE face-to-face counseling and low-cost workshops at various Ventura County locations. YOU can make a difference in someone's life and impact their future success in business. Offer entrepreneurs encouragement, resources, and support by joining SCORE<sup>®</sup> today.

Share your business experience and enjoy the personal reward of valuable public service. Learn more about volunteering online at <http://www.score.org/volunteer.html> or to request an application, contact the SCORE Ventura County chapter at [info@scoreventura.org](mailto:info@scoreventura.org) or 805-204-6022.

**VOLUNTEERS APPRECIATED**