



ENTREPRENEUR SERIES

LEARN HOW TO START YOUR OWN BUSINESS
SHARPEN YOUR BUSINESS SKILLS
LEARN HOW TO INCREASE YOUR SALES
DEVELOP A WINNING MARKETING PLAN
BUILD A NEW ACTION PLAN FOR YOUR BUSINESS SUCCESS
...and put together a financial plan that makes sense

&

INTERNET and GOVERNMENT BUSINESS WORKSHOPS

Sep 12 - Dec 19, 2009 (Alternate Saturdays)

08:30 am - 03:00 pm, Oxnard College (4000 S. Rose Avenue, Oxnard, CA 93033) Room JCC1

SCORE Ventura County workshops are designed for those who are considering starting a new business AND for those already in business. SCORE's mission is to provide the right tools, counseling and mentoring to help small businesses succeed. Our workshops provide "how-to" guidelines in all the essential elements of a successfully run business. Our workbooks actually get you started on your marketing, financial and business plans, necessary if you are seeking funding. All workshop presenters are experts in their field with years of practical, successful experience.

For your convenience you may register for our workshops by completing the included registration form and mailing it in with your payment; or register on-line: <http://www.scoreventura.org>, click on "Workshops", download registration form, fill it out and mail to address shown on form along with your payment. SCORE accepts American Express, DISCOVER, MasterCard and Visa. Seating is limited. (Checks must arrive 10 days prior to the start of the workshop to avoid the late fee.)



SCORE is a resource partner of the U.S. Small Business Administration (SBA).

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www.scoreventura.org

805-204-6022

2009 FALL WORKSHOPS

#1 ES Sep 12 *START, GROW, AND SUCCEED* [6 hrs/\$49]

If you are considering starting your own business, you should consider attending this valuable workshop. This comprehensive and easy to understand overview will provide you with the basic steps you need to take. It will show you 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. **RS**

#2 ES Sep 26 *PREPARING A MARKETING PLAN AND SALES STRATEGY* [6 hrs/\$49]

Your marketing and sales plan is the backbone of your business. Learn how to select the proper service or products. Learn how to arrive at the correct pricing. Learn how to do promotions and advertising. Our workbook session will help you create a marketing plan and the strategies necessary to accomplish that plan. **RS RE**

#3 ES Oct 10 *UNDERSTANDING FINANCIALS AND CASH MANAGEMENT* [6 hrs/\$49]

Financial Statements are the “report card” for your business. You will learn what they mean and how to use them. In order to manage your business successfully, 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. **RS RE**

#4 ES Oct 24 *BUILDING A BETTER BUSINESS PLAN – A HOW-TO APPROACH* [6 hrs/\$49]

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 -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. **RS RE**

#5 ES Nov 7 *GROWING, MANAGING, AND OPERATING YOUR BUSINESS* [6 hrs/\$49]

Business management and administration is another of those skills that spells the difference between successful business and just a job. You need to understand how to monitor and control your operation. Learn how to grow and expand your business. We will cover building your team, how to expand your customer base, working with suppliers, contingency planning, and more. **RS RE**

#6 Int Nov 21 *INTERNET - MARKET RESEARCH AND WEB SITE DESIGN* [6 hrs/\$69]

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 websites ranking. 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 a successful website. **RS RE**

#7 Int Dec 5 *INTERNET - WEB SITE CONVERSION AND TRAFFIC TECHNIQUES* [6 hrs/\$69]

Having a website means nothing if your customers cannot find you online. Learn how to advertise, promote and drive traffic to your website. Learn how to convert “clicks” prospects into actual sales. This workshop will show you the techniques and how to get the most out them: Blogs; Facebook; Twitter and more. Plus receive a valuable take away CD of references and guides. **RS RE**

#8 Gov Dec 19 *DOING BUSINESS WITH FEDERAL, STATE AND LOCAL GOVERNMENTS* [6 hrs/\$49]

Learn how to conduct business with federal, state, and local governments. Although selling to the governments involves more rules and regulations, there is still a lot of business to get. This workshop will cover the steps that a small business needs to take in order to register (8A certification) and to develop a marketing plan and build successful relationships with government purchasing agents. **RS RE**

RE – Recommended for Existing Businesses

RS – Recommended for New or Start-up Businesses

2009 Fall Registration Form (Part 1)

PLEASE PRINT LEGIBLY

Attendee Name (Last Name, First Name): _____

Business Name (if any): _____

Address: _____ City/State/Zip: _____

Email Address: _____ Verify Email Address: _____

Alt. Email Addr: _____ Verify Alt. Email Addr: _____

Phone: _____ Alt. Phone: _____

SCORE is required to collect demographic information on those attending the workshops. Please complete the short survey below:

<u>Gender</u>	<u>Ethnicity</u>	<u>Disabled</u>	<u>Veteran Status</u>	<u>Military Status</u>
<input type="checkbox"/> Male	<input type="checkbox"/> Hispanic	<input type="checkbox"/> Yes	<input type="checkbox"/> Veteran	<input type="checkbox"/> Member of Reserve
<input type="checkbox"/> Female	<input type="checkbox"/> Non Hispanic	<input type="checkbox"/> No	<input type="checkbox"/> Service Disabled	<input type="checkbox"/> Active Duty
			<input type="checkbox"/> Non-Veteran	

Race

<input type="checkbox"/> White	<input type="checkbox"/> Black or African American	<input type="checkbox"/> Asian American
<input type="checkbox"/> Native American	<input type="checkbox"/> Native Hawaiian	

Business information

Currently in Business _____ *If Yes,*

<input type="checkbox"/> Yes	Business Name	_____
<input type="checkbox"/> No	Type of Business	_____

Years in Business _____ No. of Employees _____

What prompted you to contact SCORE and attend this workshop? (check all that apply)

<input type="checkbox"/> SBA	<input type="checkbox"/> SBA Website	<input type="checkbox"/> Other SCORE Client _____	<input type="checkbox"/> Lender _____
<input type="checkbox"/> Business Owner _____	<input type="checkbox"/> Newspapers _____	<input type="checkbox"/> Internet _____	
<input type="checkbox"/> Magazine _____	<input type="checkbox"/> Television or Radio _____		
<input type="checkbox"/> Educational Institution _____	<input type="checkbox"/> Word of Mouth _____		
<input type="checkbox"/> Local Economic Development Official _____			
<input type="checkbox"/> Chamber of Commerce _____	<input type="checkbox"/> Other _____		
<input type="checkbox"/> SCORE Email	<input type="checkbox"/> SCORE Website	<input type="checkbox"/> SCORE Counselor _____	

Complete your registration on back page and mail complete form along with your payment to:

SCORE Ventura County, P.O. Box 1452, Camarillo, CA. 93011-1452

2009 Fall Registration Form (Part 2)

Select the workshop(s) or series, total fees, and mail parts 1 & 2 to:
SCORE Ventura County, PO Box 1452, Camarillo, CA 93011-1452

Check	Workshop Title	Date(s) [2009]	Cost \$ Per Attendee	Total \$
<input type="checkbox"/>	ENTREPRENEUR SERIES (#1 ES - #5 ES)	09/12, 09/26, 10/10, 10/24, 11/07	199.00 (reg. 245.00)	
<input type="checkbox"/>	INTERNET SERIES (#6 Int - #7 Int)	11/21, 12/05	129.00 (reg. 138.00)	
<input type="checkbox"/>	ENTREPRENEUR SERIES (#1 ES - #5 ES) , INTERNET SERIES (#6 Int - #7 Int) and DOING BUSINESS WITH FEDERAL, STATE AND LOCAL GOVERNMENTS (#8 Gov)	09/12, 09/26, 10/10, 10/24, 11/07, 11/21, 12/05, 12/19	369.00 (reg. 432.00)	
<input type="checkbox"/>	#1 ES: START, GROW, AND SUCCEED	09/12	49.00	
<input type="checkbox"/>	#2 ES: PREPARING A MARKETING PLAN AND SALES STRATEGY	09/26	49.00	
<input type="checkbox"/>	#3 ES: UNDERSTANDING FINANCIALS AND CASH MANAGEMENT	10/10	49.00	
<input type="checkbox"/>	#4 ES: BUILDING A BETTER BUSINESS PLAN – A HOW-TO APPROACH	10/24	49.00	
<input type="checkbox"/>	#5 ES: GROWING, MANAGING, AND OPERATING YOUR BUSINESS	11/07	49.00	
<input type="checkbox"/>	#6 Int: INTERNET - MARKET RESEARCH AND WEB SITE DESIGN	11/21	69.00	
<input type="checkbox"/>	#7 Int: INTERNET - WEB SITE CONVERSION AND TRAFFIC TECHNIQUES	12/05	69.00	
<input type="checkbox"/>	#8 Gov: DOING BUSINESS WITH FEDERAL, STATE AND LOCAL GOVERNMENTS	12/19	49.00	
<input type="checkbox"/>	Late Registration Fee (including at-the-door registrations)		5.00	
			TOTAL	

Payment (circle one): American Express // DISCOVER // MasterCard // VISA // Check // M.O. // Cash

If payment by credit or debit card, please provide the card account information (**please print legibly**):

Cardholder Name (Last Name, First Name): _____

Address: _____ **City/State/Zip:** _____

Card#: _____ **Exp. Date:** _____

Signature (card charge approval): _____

All workshops start promptly at 08:30 am at:
Oxnard College (4000 S. Rose Avenue, Oxnard, CA 93033), Rm JCC1
Visit <http://www.scoreventura.org/> for map & directions and any updates.