

## ENTREPRENEUR SUCCESS WORKSHOP SERIES

June 12 – Aug. 21, 2010 (Alt Saturdays) @ Greater Conejo Valley Chamber of Commerce,  
{[NEW LOCATION in Thousand Oaks](#)} 600 Hampshire Rd, #200, Westlake Village, Ca. 91361

**#1 Jun 12 08:30a-03:00p [\$49\*\*] 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 Jun 26 08:30a-03:00p [\$49\*\*] 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 Jul 10 08:30a-03:00p [\$49\*\*] 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 Jul 24 08:30a-03:00p [\$49\*\*] 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 Aug 7 08:30a-03:00p [\$49\*\*] GROWING, MANAGING, AND OPERATING YOUR BUSINESS** 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. Lots of class interaction.

**#6 Aug 21 08:30a-03:00p [\$49\*\*] 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. A great class for both start-up and existing businesses.

**Save when you sign up for the entire series.** Check out our website for details and see registration form on reverse side. Workshops include **Free business counseling**. **Seating is limited.** Workshops are taught by professional executives with expertise in that subject matter. **805-204-6022**

[www.scoreventura.org](http://www.scoreventura.org)

**Workshops include all handout material and workbooks when applicable**

U.S. Small Business Administration



Score is a resource partner of the SBA



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

**REGISTRATION FORM (2010Summer.TO) - PLEASE PRINT LEGIBLY**

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	\$/person	Total \$
<input type="checkbox"/>	<b>Entrepreneur Success Workshops (Series #1-#5) (Regularly \$245, SAVE \$46)</b>	06/12,06/26, 07/10,07/24, 08/7	08:30am-03:00pm	<b>199.00</b>	
<input type="checkbox"/>	<b>Entrepreneur Success Workshops (Series #1-#6) (Regularly \$294, SAVE \$65)</b>	06/12,06/26, 07/10,07/24, 08/7,08/21	08:30am-03:00pm	<b>229.00</b>	
<input type="checkbox"/>	<b>#1 Start, Grow and Succeed</b>	06/12	08:30am-03:00pm	<b>49.00</b>	
<input type="checkbox"/>	<b>#2 Preparing a Marketing Plan and Sales Strategy</b>	06/26	08:30am-03:00pm	<b>49.00</b>	
<input type="checkbox"/>	<b>#3 Understanding Financials and Cash Management</b>	07/10	08:30am-03:00pm	<b>49.00</b>	
<input type="checkbox"/>	<b>#4 Build a Better Business Plan – A How-To Approach</b>	07/24	08:30am-03:00pm	<b>49.00</b>	
<input type="checkbox"/>	<b>#5 Growing, Managing and Operating Your Business</b>	08/7	08:30am-03:00pm	<b>49.00</b>	
<input type="checkbox"/>	<b>#6 Website Marketing and Social Networking</b>	08/21	08:30am-03:00pm	<b>49.00</b>	
<input type="checkbox"/>	<b>Late Registration Fee (at-the-door registrations)</b>			<b>5.00</b>	
<b>TOTAL</b>					

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/>