



Smart About Business: How to Plan, Start, Build and Sustain a Small Business

Dates:

Thursdays – July 30th to Sept. 3rd, 2009
(No class on Aug. 20th)

Time:

6:00pm to 9:00pm

Location:

Jobing.com

2878 Camino Del Rio S., 4th Floor
San Diego, CA 92108

Class Fee:

\$250

Includes Business Planning Workbook, Handouts
& Resources.

Call to Register: 760-420-3785

Or email: michelle@michellebergquist.com
for more information

Have you ever wanted to start your own business and be your own boss? Whether you're looking to be self-employed, a consultant, weekend entrepreneur, part-time business or full-time small business, learn how to research, plan, start, grow and sustain a successful small business!

Session I – Business Basics – The Fundamentals to Starting a Business

Learn the characteristics of successful entrepreneurs, types of business opportunities available, how to formalize, research and determine the feasibility of a business idea or concept, how to create a menu of products and services and how to create a mission and vision statement.

Session II – Marketing & Selling Your Products & Services

Learn how to clearly identify a market niche, how to create advertising and promotion strategies, how to shop the competition, learn bootstrap marketing techniques, how to conduct cost-effective market research and how to market and sell your services and/or products in today's competitive marketplace.

Session III – Operating and Managing a Small Business

Learn the key success factors needed to operate a small business, legal forms of ownership, how to hire employees vs. independent contractors, what equipment and supplies are needed to start and/or expand the business, developing policies and procedures, what licenses and permits are required to start a business and how to contract and hire professional support resources.

Session IV – Financial Recordkeeping for a Small Business

Learn basic accounting practices necessary to run a small business, including what items can be deducted for tax purposes, how to price for profit, how to separate personal and business records, the importance of timely financial information, and what tax issues face a small business owner in starting and operating a small business.

Session V – Business Success Starts With a Plan – Developing Your Plan

Learn how to develop a business plan, the power of a business plan in starting a business, how to use the business plan to seek financing, alternative financing options, how to develop a checklist of success before starting a business and how to develop action plans and goals.

**Your Instructor:
Michelle Bergquist**



Program Sponsor:

