

From concept to reality ... preparation essentials! Prepare with SBDC programs.

Small Business Development Center



Special Seminars

Entrepreneur Success Series

1st Step - Starting a Business

This program is a critical first step to starting your own business. Topics for discussion include traits of a successful entrepreneur, market research, legal structure for your business, estimating start-up costs and cash flow projections, financing alternatives, failure factors, and business planning. Since lack of planning is one of the top reasons new businesses fail, attending this comprehensive program may be one of the most important decisions you make prior to opening your business. A Starting Your Georgia Business workbook is included.

February 9 or April 10

6:00 p.m. - 9:00 p.m.

\$69

2nd Step - Legal Issues of the Small Business

Should your business be organized as a C-corp, an S-corp, or an LLC? A local attorney examines the most common legal forms of business entities and provides information to help you choose the most appropriate structure. Also learn how to address many of the legal challenges encountered by new businesses and review provisions of contracts and leases.

February 16 or April 17

6:00 p.m. - 8:30 p.m.

\$69

3rd Step - Tax Tips for the New Business

A CPA covers common money-saving strategies for small business owners: deductions for business use of the home, vehicle expense deductions, depreciation for fixed assets, entity selection from the tax perspective and much more. Very complex issues on this topic are presented in a "plain English" approach.

February 23 or April 24

6:00 p.m. - 8:30 p.m.

\$69

4th Step - Small Business Marketing Strategies

Successful, high-impact marketing relies less on money and more on knowing how to use time, energy and imagination. Increase sales and profits with unique and effective marketing strategies designed especially for small businesses. Learn how to maximize your marketing dollars and enhance your profitability by incorporating some simple industry secrets of effective marketing in public advertising and low-cost social media. Attend this seminar and learn what's hot, what gets customers in the door, how to make the sale and how to keep customers coming back - without spending a small fortune!

March 1 or May 1

6:00 p.m. - 8:30 p.m.

\$69

5th Step - Setting Up Business Records

Essential tasks for an emerging business include the initial setup of records, policies and systems. Regardless of the business size, these tasks require time that could be spent on sales. Learn what to setup and how to prioritize tasks to get the business operational. Participants receive templates and guidelines for various accounting tasks and policies, as well as checklists to insure that personnel and company files include regulatory documents. Also included are tips for a smooth and efficient launch of technology.

March 8 or May 8

6:00 p.m. - 8:30 p.m.

\$69

6th Step - Writing an Effective Business Plan

Starting a business without a plan is like going on a road trip without a map. A business plan helps you start, build and manage your business. Learn why a business plan is critical to your success, especially if you need a loan or an investor for your business. This seminar includes essential sections of a business plan, as well as information required for each section and the general format. In addition, attendees receive a detailed outline and sample plan to help develop an effective business plan today.

March 15 or May 15

6:00 p.m. - 8:30 p.m.

\$69

7th Step - Finding Money for Your Small Business

This detailed program shows you step-by-step how to finance a start-up or growing business. Also included are tips on how to prepare a winning package for any type of financial assistance. Topics include different financing options, such as bank loans, SBA guaranteed loans, non-bank lenders, private investors and the myths and realities of grant funding. Learn how successful borrowers pick the right financing options and make their proposals attractive to funding sources. Also, learn how to calculate your financing needs, develop financial projections and how to professionally present your proposal.

March 22 or May 22

6:00 p.m. - 8:30 p.m.

\$69

Register for the Entrepreneur Success Series - pay only \$349 - saves you the cost of two ESS programs.

Special seminars individually priced (see list to right).

Bring a spouse or business partner for 1/2 price to any program.

Register online at <http://www.georgiasbdc.org/ce/kennesaw>.

For more information, call the KSU SBDC (770-423-6450).

NEXT STEPS:

- 1) Want to talk to someone about the programs? We can help you determine how to enhance your venture creation process. Call 770-423-6450.
- 2) Want more information about the SBDC and additional programs? Visit the SBDC website at: www.coles.kennesaw.edu/sbdc.
- 3) Want to register? Sign up online at: www.georgiasbdc.org/ce/kennesaw

Funded in part through a cooperative agreement with the U.S. Small Business Administration and the University of Georgia. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Contact Drew Tonsmeire, Director, KSU SBDC, Kennesaw State University, 1000 Chastain Road, #3303, Kennesaw, GA 30144 or 770-423-6450.

AdWords 201

\$49

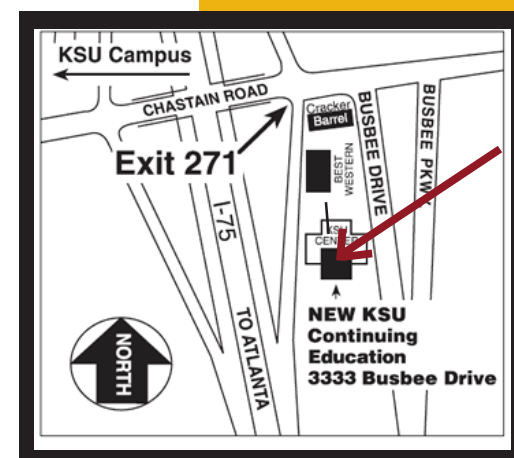
February 15 or May 10

9:00 am - 12:00 pm

The AdWords 201 class expands on the basics introduced in Google 101. The class moves on to how to optimize your campaign for maximum performance. We spend more time on keyword list optimization and introduce additional tools, including AdWords Editor and third party tools. Attendees learn how to self-diagnose the health of their campaigns, determine return on investment (ROI), and adjust bids. AdWords 201 attendees should have either attended AdWords 101, or have an existing, active AdWords account. To get the most out of the seminar, we suggest that you already be familiar with the basics of campaign creation, keyword match types, and creating ads.



All seminars are held in Room 464 next to the north entrance, unless otherwise noted.



Coles College of Business
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