



Kansas City

2021 WORKSHOPS

View the schedule and register for these and other workshops at
kansascity.score.org

SCORE offers workshops on a variety of small business topics listed below. Take the workshops in any order that fits your needs. Courses listed as part of the Simple Steps are a great starting point for new business owners.

Managing Your Business



Starting Your Business Basics

(Part 1 of Simple Steps)

Our best attended workshop! Learn key factors that influence start-up success.

Business Planning Tools

Create a visual business plan with the Value Proposition and Business Model Canvas tools.

Franchising

Start a business and keep your day job.

Human Resources 101

Learn the basics of hiring employees, from paperwork to evaluating performance.

Human Resources 102

Develop HR processes to set your employees and your business up for success.

Legal Basics for Small Business

Explore legal topics including business formation, employee/contractor issues, intellectual property and more.



Solopreneurship 101

Get the tools to launch and run your freelance business.

Diverse Certifications

Being a certified woman-owned, minority, veteran, or LGBT business enterprise can bring visibility to your company and help you accomplish your goals.

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Great content, very helpful. R.B.



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Defining Your Business Concept

(Part 2 of Simple Steps)

Develop your business idea by learning how to research your industry, competitors, and define your target audience.

Marketing Strategy

(Part 3 of Simple Steps)

This session is an introduction to marketing methods and tools to maximize your customer reach.

Branding

Learn how to consistently present your brand to the target audience, so that it is unique, most relevant and truly differentiated.

Market Research

Use research to help you make better business decisions

Video Marketing 101

Positioning video in your marketing. Learn the video tools and strategies.

Developing Your Online Presence

Step-by-step guide to create your business' online marketing presence.

Social Media 101: Unpaid Sources

Learn the basics of promoting your business on LinkedIn, Facebook, Twitter, and Instagram.

Social Media 102: Paid Sources

Learn paid social media strategies including targeting, retargeting, bidding, and budgets.

How to Make Business Websites

Learn what it takes to develop a beautiful, functional website from start to finish.

Email Marketing and CRM

We will discuss implementing an eMail Marketing campaign – the most cost-effective tool in your marketing kit.

ECommerce Strategies

Developing a Web Based Business. What are the best websites and how to position your product.

Creating Content and Marketing Assets for Your Business

Learn how to create exciting and useful content for your digital marketing.



I love recommending people to SCORE. Thanks for the great info. H.T.



Finance & Funding

Business Financial Literacy

Get exposure to financial statements, and a hands-on illustration of the impact of raising prices, reducing costs and increasing sales volume.

- **Business Finance Prerequisite**
(Part 4a of Simple Steps)
This session provides an introduction to financial language and will prepare attendees for subsequent finance sessions.
- **Financial Statement Basics**
(Part 4b of Simple Steps)
Learn about a Profit and Loss Statement, Balance Sheet, and Cash Flow.
- **Financial Projections**
(Part 5a of Simple Steps)
Learn the steps to create a basic financial projection spreadsheet.
- **Funding Sources**
(Part 5b of Simple Steps)
Learn about traditional and non-traditional funding sources starting with your own savings, bank loans, investors including family and friends as well as venture capital, and FinTech sources including equipment leasing, off balance sheet financing and crowd funding.
- Grant Prep Bootcamp**
Learn how to research, prepare, write and apply for grants.

SCORE Offers:



Mentors

SCORE provides free, confidential business advice through our network of volunteer business experts. Get started by filling out the request form online at kansascity.score.org.



Resources

SCORE is your destination for free business templates, e-guides, checklists, blogs, infographics, videos, tools and other helpful resources to help you start and grow your small business.

“

This class was just what I was looking for.
Great class and instructor. A.P.

”

For online workshops, resources,
and mentoring:
kansascity.score.org



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Administration