# SCORE
## FOR THE LIFE OF YOUR BUSINESS

# Simple Steps For Starting Your Business



# Calling all aspiring entrepreneurs!

**SCORE and Canon invite you to a workshop where you will:**

- Define your business idea and test the concept in the market

- Interact with entrepreneur peers on key start-up decisions

- Think through opportunities and identify the business path that's right for you

- Learn the "how" of planning a business startup

- Assess the financial feasibility of a startup

**For more information or to register, please contact:**

## Southeastern CT SCORE
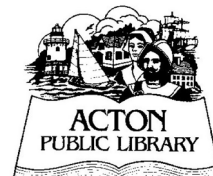
https://sect.score.org/

(860) 388-9508

Date:

# Wednesdays
## Sept. 26th,
## Oct. 3rd, 10th, 24th & 31st
## 5:30pm to 7:30pm

Location:

Acton Public Library
60 Old Boston Post Road
Old Saybrook, CT
(860)395-3184

Co-sponsored by:

### ACTON PUBLIC LIBRARY

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# Simple Steps for Starting Your Business™

## Is Starting a Business Right for You?

Attend this comprehensive workshop series to help you test your new business idea and get started on the right path.  Join us for five workshop sessions that help you understand the basics of:
- The concepts involved with assessing a business idea
- Marketing your product or service,
- Understanding business financials and how they work
- How to fund and finance your business

### Session 1: Start-up Basics (Free)

This introductory workshop focuses on the basics of testing your business idea and identifying the key factors that influence start-up success. Start-up Basics provides you with an overview of the skills and tools you need when deciding to start a business. In this session, you learn about: the advantages and disadvantages of owning a business, the most profitable form for your business, and the fundamentals of formation, organization, marketing, cash flow and funding sources.

### Session 2: Business Concept (Free)

The second workshop focuses on your business concept and step-by-step guidance in researching your idea, your market, and your competition. At the end of the Business Concept workshop, you are able to: identify your target markets, describe your products and services, and collect key competitive information to support your feasibility plan.

### Session 3: Marketing Plan (Free)

The third workshop provides you with an introduction to marketing communication methods and tools to maximize your customer reach. The discussion in the Marketing Plan workshop covers pricing strategies, positioning, the difference between features and benefits, and different marketing strategies. At the end of this session, you will know how to: outline your marketing strategy, test your marketing message, choose the right sales channel, and exercise your marketing strategy.

### Session 4: Financial Projections (Free)

The fourth workshop uses exercises to help you better understand financial concepts. This session reviews sales and prices, financial risks and rewards, true start-up costs, ongoing operating expenses, setting benchmarks for tracking progress and the organization of all your financial information. Using a hands-on approach, you learn how to use our financial model to forecast sales revenue and build solid pro-forma financial forecasts.

### Session 5: Funding Sources  (Free)

The final workshop offers information on how to finance your small business. In this session, discussions include sources of funds, accounting the six C's of credit, banking relations, ratio analysis, and monthly preparation and review of financial statements. A bank loan officer will give an inside view of how a banker assesses the merits of business plans and loan application. At the end of the series, you have all of the tools necessary to decide whether or not to launch your small business.

*All sessions are free. Attend all five or any one individual. Wednesday evenings September 26th, October 3rd, 10th, 24th and 31st 5:30-7:30pm at Acton Public Library, 60 Old Boston Post Road, Old Saybrook C 06475, (860)395-3184*

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