

SMALL BUSINESS ACADEMY 2021

Scheduled for the first Monday of the month 8:00 AM-10:00 AM they are a great way to kick off your week!

1. Developing a Business Plan

We will have networking time, as well as question and answer time. Coffee and light refreshments. This class will give you a path to run on. Specific things to do as a small business that will help your overall growth thus your success.

2. Building your Brand

This class is going to show you how to create a brand. The foundation for building a brand is to determine the target audience that you will be focusing on. You will tailor your mission and message to meet their needs, thus building your brand. The key is to get specific... know your angle. What separates you from the rest?

3. Sales- Strategies and skills

Sales are an important part of any business. It's also a common challenge for many small business owners. This class will help you to develop the skills you need to communicate effectively and help you to realize your vision as a business owner.

4. Simple Accounting/ Quick Books

This class will go over the fundamentals of both to help you manage payroll, and HR for your business. It will tell you why you need to balance your checkbook every month and more!

5. Business Law

Starting and running a small business requires a very broad skill set. This class will help you with everything from obtaining financing to hiring employees to choosing the right insurance policies.

6. Business Credit- Loan Preparation

This class will help you to build and establish your small business credit. You will learn what type of financing if any, is right for your business. This informative class will offer you key steps to take to move your business financially in the right direction.

7. Networking 101

Business Networking can make your business grow and flourish. Networking is the process of establishing a mutually beneficial relationship with other business people and potential clients. This class will teach you the skills and art of Networking.

8. Marketing/ Advertising

This class will teach you how to grow your audience in a global marketplace. Digital Marketing helps you to reach more customers while spending less money. Angela will teach you how to know your audience, track responses and your best resources to increase brand loyalty.

Classes may change to fit the needs of the class. We will also add one more class TBD prior to the start of the program.