

## **\*Building a Profitable Business Series\***

*Learn the essential skills and tools every business owner needs to take their business to the next level....*  
\$49 each OR to take the Four-Class Series for \$120-Please call 208-665-5085

### **Marketing Strategy for Profit**

Marketing is the engine of your business. What problem is your business trying to solve? How big a problem is it? Who has these problems more than any other? How much would they pay for your solution? Answers to these are the difference between thriving and just surviving. Understand what specific need you are meeting and how to create value that your customers will be willing to pay a premium for.

Morning Session: May 24—8:30AM-Noon---Fri

Evening Session: June 20—5:30PM-9:00PM---Thu

### **Hiring Winners, Operational Excellence for Profit**

Your employees are the future of your business. Learn how to hire and keep winners. Also, learn what key processes make up your business operations and improve productivity, effectiveness, and efficiency in your business for higher profit.

Morning Session: May 31—8:30AM-Noon---Fri

Evening Session: June 27—5:30PM-9:00PM---Thu

### **Financial Management for Profit**

Business financials are not just for paying taxes, they are essential for making good business decisions. Gain an understanding of financial statements and learn how to use them for business success.

Morning Session: June 7—8:30AM-Noon---Fri

Evening Session: July 11—5:30PM-9:00PM---Thu

### **Planning for Business Success**

If you fail to plan, you plan to fail. Learn why planning is so crucial and the right way to chart a course for your business success. Discover the essential ingredients for developing meaningful goals and a plan that will help you and your team achieve them.

Morning Session: June 14—8:30AM-Noon---Fri

Evening Session: July 18—5:30PM-9:00PM---Thu

## **\*Business Basics\***

### **Thinking of Starting a Business in Idaho?**

This workshop gives a basic overview of what it takes to be a business owner and will help you perform a feasibility analysis of your business idea. Learn about the new business registration process and regulatory issues, as well as an overview of federal and state tax responsibilities.

July 25—8:30AM-11:30AM---Thu--\$39

## **\*Social Media\***

### **Social Media-How to Build an Audience**

You have taken several other social media classes, you set up all your social media accounts for your business, but all you hear are crickets chirping. It could be that you are not telling the proper story. This will be an introduction to digital storytelling and using social media to build your client base.

June 5—8:30AM-11:30AM—Wed--\$49

### **You Have a Website-Now What?**

SEO is the active practice of optimizing a website by improving internal and external aspects in order to increase the traffic the site receives from search engines. Optimizing a website for search engines can require looking at so many unique elements. In this class you will learn some essential SEO tips and tricks to get started down an optimistic web presence path.

July 31—8:30AM-Noon---Wed--\$49

## ***Social Media Series***

*All are hands on workshops, designed for attendees to bring a web ready device: laptop PREFERRED, tablet, smart phone, etc...*

**Take all THREE for a discounted rate of \$120—Please call 208-665-5085**

### **Facebook Marketing for Small Business**

Tailored for people starting out with Facebook for business. Will cover how to manage Facebook for personal use and business use. For those who are at a beginner to intermediate level with social media. A hands on workshop. Please bring your web friendly device-laptop (preferred), tablet, cell phone- that you will use to manage your social media channels. Also, bring and ask questions about the challenges you face with social media.

July 9—5:00PM-8:00PM---Tue--\$49

### **LinkedIn and Twitter Marketing for Small Business**

Tailored for people starting out with LinkedIn or Twitter for business, this class will cover how to manage these sites for personal use and business use. A hands on workshop for those who are at a beginner to intermediate level with social media. Please bring your web friendly device-laptop (preferred), tablet, cell phone—which you will use to manage your social media channels. Also bring and ask questions about the challenges you face with social media.

July 16—5:00PM-8:00PM---Tue--\$49

### **Instagram and Pinterest Marketing for Small Business**

Tailored for people starting out with Instagram and Pinterest for business this class will cover how to manage these sites for personal use and business use. A hands on workshop for those who are at a beginner to intermediate level with social media. Please bring your web friendly device-laptop

(preferred), tablet, cell phone—which you will use to manage your social media channels. Also, bring and ask questions about the challenges you face with social media.

July 23—5:00PM-8:00PM---Tue--\$49

## **\*Special Interest\***

*COURSES FOR 2019 to take your business performance to a whole new level with powerful pricing tools along with the confidence to use them effectively to meet YOUR business objectives.*

### **Basic Pricing Strategies for Small Business 101**

Pricing is the most powerful business tool for profitability, competitive advantage, and meeting business objectives. Many small business owners are unsure how to price their products and services to meet their business objectives. This course will discuss the basic requirements and strategies for effective pricing, the art of increasing prices, the pros and cons of discounting, along with effective pricing management techniques for sustained profitability. PREREQUISITES INCLUDE: A basic understanding of the Profit/Loss or Income statements, or completion of the ISBDC course: Financial Management for Profit.

May 21—5:30PM-9:00PM---Tue--\$49

### **Advanced Pricing Strategies for Small Business 201**

Building on the concepts covered in the 101 Pricing Class, this second course will explore some advanced pricing strategies such as supply vs demand pricing, cross-market pricing, parametric and performance base pricing, bundled product pricing, pricing for competitive bidding, and value-added pricing. The course will also build on the basic pricing management strategies covered in the previous course.

PREREQUISITES INCLUDE: A basic understanding of the Profit/Loss or income statement and the Basic Pricing Strategies 101 class.

June 18—5:30PM-9:00PM---Tue--\$49

## **Google Livestream Workshops**

### **Small Business Summer School**

Learn how your business can get a head start on the holiday shopping season and get geared up for a successful 2nd half of the year. You will learn: best practices for standing out online with Google My Business and on Google searches and how to us

<https://community.grow.google/s/event/a0r1E00000BUJX6/workshop-20190717>

July 17—9:00AM-11:00AM—Wednesday---FREE