

Workshop Schedule January – March 2010



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Funded in part through a Cooperative Agreement with the SBA. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact BOI, 4755 Kingsway Dr., Suite 314, Indianapolis, Indiana, 46205-1549, (317) 917-3266, ext. 100. The Business Ownership Initiative of Indiana (BOI) is a not-for-profit organization. BOI's Central Indiana Women's Business Center (CIWBC) helps women and men create and develop their own small businesses by providing training and one-on-one business counseling.



PLANNING YOUR BUSINESS

Introduction to Business Ownership

In this introductory session, learn what it takes to start a business, assess your readiness, set your goals, plan your path towards business ownership, and learn how BOI's programs can help you each step along the way. *Cost: Free*

Upcoming sessions:

Tuesday, Jan. 12, 6 - 9 p.m.
Thursday, Feb. 11, 6 – 9 p.m.
Tuesday, Mar. 9, 6 – 9 p.m.
Wednesday, Mar. 24, 9 a.m. – noon

Get Smart with Your Money

In this 10-hour series, learn how your personal finances affect the success of your business and how improved personal money management increases your “bankability” when seeking small-business financing. Topics covered in the series include understanding and improving your credit report, analyzing your personal budget, changing bad money habits, setting financial goals, and future financial planning. *Cost: Variable based on household income*

Upcoming sessions:

Thursdays, Jan. 14, 21, 28 and Feb. 4, 6 – 8:30 p.m.
Wednesdays, Feb. 17, 24, Mar. 3 and 10, 9 – 11:30 a.m.
Saturdays, Mar. 20 and 27, 9 a.m. – 3 p.m.

Business Planning 1

In this 12-hour series, take the first steps in planning for business success by learning the fundamental business principles you need to get started. Topics include researching your market opportunity, financial planning, identifying your value proposition, and how to write your business plan. *Cost: Variable based on household income, plus a \$35 material fee*

Upcoming sessions:

Tuesdays, Jan. 19, 26, Feb. 2 and 9, 6 – 9 p.m.
Saturdays, Feb. 20 and 27, 9 a.m. – 4 p.m.
Tuesdays, Mar. 2, 9, 16 and 23, 6 – 9 p.m.

Business Planning 2

In this 10-hour advanced business planning series for graduates of Business Planning 1 or those with existing businesses looking to grow, learn the fundamentals of detailed marketing and financial planning to complete your business plan and be better prepared to seek financing for your business. Topics include identifying sales targets, developing a comprehensive marketing plan, understanding financial statements, and preparing cash flow projections. *Cost: Variable based on household income, plus a \$35 material fee (for those that did not already purchase the materials in Business Planning 1)*

Thursdays, Mar. 4, 11, 18 and 25, 6 – 8:30 p.m.

STARTING YOUR BUSINESS

3-2-1-Launch!

In this two-part session, hear from attorneys, accountants, insurance agents, and bankers about the steps to take to make your business official and fulfill your legal responsibilities. Learn about choosing a legal form of business, registering your business, setting up your tax accounts, obtaining the appropriate insurance, choosing the right banking products for your business, and when and how professional advisors can help you. *Cost: \$20*

Tuesday and Wednesday, Feb. 16 and 17, 6 – 8 p.m.

Starting a Nonprofit Organization

Learn the principle structural differences between for-profit and nonprofit organizations and the process of starting a nonprofit to determine if it's right for you. *Cost: \$10*

Thursday, Mar. 11, 6 – 8 p.m.

Starting a Personal Care Business

Understand Indiana's licensing requirements for personal care providers and the process of becoming licensed and authorized to receive third-party payment for services provided. Recognize the variety of services you can offer and get tips for building clientele for your new business. *Cost: \$10*

Thursday, Mar. 4, 6 – 9 p.m.

GROWING YOUR BUSINESS: MANAGING FINANCES

Introduction to QuickBooks®

In this two-part workshop, learn how to use QuickBooks Pro® accounting software to effectively manage your business finances. Practice hands-on how to set up your company, manage your accounts and enter your business transactions. This beginner-level class is intended for novice QuickBooks users. *Cost: \$50*

Wednesday and Thursday, Feb. 3 and 4, 6 – 8:30 p.m.

Record Keeping for Small Business

Examine the essentials of record keeping for your business so that you are prepared for tax time and have the information you need to effectively manage your business. Learn what documentation is required and how to put together a simple transaction ledger. *Cost: \$10*

Thursday, Mar. 18, 6:30 – 8:30 p.m.

Taxes for Small Businesses

Recognize the various tax responsibilities you have as a small-business owner, understand what you need to do to comply with the law, and review basic rules regarding business tax deductions. *Cost: \$10*

Thursday, Jan. 7, 6 – 8:30 p.m.

Tuesday, Feb. 23, 6 – 8:30 p.m.

GROWING YOUR BUSINESS: FINDING CUSTOMERS

ABCs of Certification

Learn about the benefits of becoming certified as a woman- or minority-owned business, be introduced to the various certifying agencies, understand the application process and requirements, and get tips on using your certification to obtain government contracts. *Cost: Free*

Wednesday, Mar. 24, 6 – 8 p.m.

Business Web Site Basics

Plan for your new or improved Web site by understanding common terminology, examining your goals and planning for content, understanding basic design principles, and learning about your options for creating a site, from do-it-yourself resources to how to effectively work with a professional Web designer. *Cost: \$10*

Thursday, Feb. 11, 6 – 8 p.m.

Internet Marketing

Learn about the tools you can use to increase your internet presence and drive more people to your business through your Web site. Understand how to increase the chances of your site ranking high in Google® searches, principles of internet advertising, and tips on using new social media tools. *Cost: \$10*

Monday, Mar. 8, 6 – 8 p.m.

Marketing and Sales Strategies for 2010 and Beyond

In this two-part series, learn the secrets to successfully finding new customers for your business and keeping your current customers coming back for more. Clarify your marketing objectives, craft your message, learn how to stand out from the crowd, coordinate your sales and marketing activities, and learn how to control the sales process. *Cost: \$20*

Wednesday and Thursday, Jan. 27 and 28, 6 – 8 p.m.

Networking for Success

In this 10-hour series, become a master at networking so that you can build a network of referral sources to help grow your business. Topics include where to network, networking rules and etiquette, formulating a killer elevator speech and how to cultivate strong relationships within your network. *Cost: \$60*

Wednesdays, Feb. 3, 10, 17 and 24, 6 – 8:30 p.m.

GROWING YOUR BUSINESS: MANAGING LEGAL ISSUES

Contracts and Negotiations

Learn how to protect your interests by understanding the principles of business contract law. Understand what to look for when reviewing a contract, what to include when creating a contract, tips for negotiating favorable terms, and how to minimize conflicts. *Cost: \$10*

Tuesday, Jan. 19, 6 – 8 p.m.

Intellectual Property

Learn about copyrights, trademarks, and patents to understand how they are different and which are most appropriate for protecting your intellectual property assets. Find out the basics of the application process and which agencies you need to contact in order to file for this protection. *Cost: \$10*

~~Tuesday, Mar. 23, 6 – 8 p.m.~~
(Rescheduled for Thursday, April 15, 6 – 8 p.m.)

WORKSHOP CALENDARS

January 2010						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3				7 Small Business Taxes 6 - 8:30 pm		
10		12 Intro to Business Ownership 6 - 9 pm		14 Get Smart with Your Money (1 of 4) 6 - 8:30 pm		
17		19 Business Planning 1 (1 of 4) 6 - 9 pm		21 Get Smart with Your Money (2 of 4) 6-8:30 pm		
		Business Contracts 6 - 8 pm		Recordkeeping 6 - 8 pm (postponed)		
24		26 Business Planning 1 (2 of 4) 6 - 9 pm		28 Get Smart with Your Money (3 of 4) 6-8:30 pm		
			Sales & Marketing Strategies (1 of 2) 6 - 8 pm	Sales & Marketing Strategies (2 of 2) 6 - 8 pm		
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WORKSHOP CALENDARS

<h1>February 2010</h1>						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 Business Planning 1 (3 of 4) 6 - 9 pm	3 Networking for Success (1 of 4) 6 - 8:30 p.m. Intro to QuickBooks (1 of 2) 6 - 8:30 pm	4 Get Smart with Your Money (4 of 4) 6 - 8:30 pm Intro to QuickBooks (2 of 2) 6 - 8:30 pm	5	6
7	8	9 Business Planning 1 (4 of 4) 6 - 9 pm	10 Networking for Success (2 of 4) 6 - 8:30 p.m.	11 Intro to Business Ownership 6 - 9 pm Business Web Site Basics 6 - 8 pm	12	13
14	15	16 3-2-1-Launch (1 of 2) 6 - 8 pm	17 3-2-1-Launch (2 of 2) 6 - 8 pm Get Smart with Your Money (1 of 4) 9-11:30 am Networking for Success (3 of 4) 6 - 8:30 p.m.	18	19	20 Business Planning 1 (1 of 2) 9 am - 4 pm
21	22	23 Small Business Taxes 6 - 8:30 pm	24 Get Smart with Your Money (2 of 4) 9 - 11:30 am Networking for Success (4 of 4) 6 - 8:30 p.m.	25	26	27 Business Planning 1 (2 of 2) 9 am - 4 pm
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WORKSHOP CALENDARS

<h1 style="margin: 0;">March 2010</h1>						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 Business Planning 1 (1 of 4) 6 - 9 pm	3 Get Smart with Your Money (3 of 4) 9 - 11:30 am	4 Bus Planning 2 (1 of 4) 6 - 8:30 pm Starting a Personal Care Business 6 - 9 pm	5	6
7	8 Internet Marketing 6 - 8 pm	9 Business Planning 1 (2 of 4) 6 - 9 pm Intro to Business Ownership 6 - 9 p.m.	10 Get Smart with Your Money (4 of 4) 9 - 11:30 am	11 Bus Planning 2 (2 of 4) 6 - 8:30 pm Starting a Non-profit Organization 6 - 8 pm	12	13
14	15	16 Business Planning 1 (3 of 4) 6 - 9 pm	17	18 Bus Planning 2 (3 of 4) 6 - 8:30 pm Record Keeping 6:30 – 8:30 p.m.	19	20 Get Smart with Your Money (1 of 2) 9 am - 3 pm
21	22	23 Bus Planning 1 (4 of 4) 6 - 9 pm Intellectual Property 6 - 8 pm	24 Intro to Business Ownership 9 am - noon ABCs of Certification 6 - 8 pm	25 Bus Planning 2 (4 of 4) 6 - 8:30 pm	26	27 Get Smart with Your Money (2 of 2) 9 am - 3 pm
28	29	30	31			