

# Spring 2018

## Westminster SBDC Classes



### 4 PART BOOKKEEPING PACKAGE DEAL

**Part 1** – Xero Accounting

**Part 2** – Setting Up Your Accounting Systems

**Part 3** – Cash In & Cash Out

**Part 4** – Your Financial Statements: A Powerful Management Tool

#### Class dates:

3/15, 4/26, 4/27, 4/30

#### Fee:

\$80

**See Info on Other Side**

### Start-Up Orientation

This comprehensive Business Start-Up Orientation has been designed as a starting place for anyone who is considering jumping into business for the first time or has started a business within the last year. There are many regulations for businesses and many questions that must be answered when opening a business. Who do I market to? Who is my competition? Do I have what it takes to be in business? Do I have the right amount of capital to start this business? These and many more questions can be answered by taking the Start-Up Orientation.

**1/11 Start-Up Orientation**  
6:00 pm – 8:00 pm Cost: \$25

**2/8 Start-Up Orientation**  
6:00 pm – 8:00 pm Cost: \$25

**3/8 Start-Up Orientation**  
6:00 pm – 8:00 pm Cost: \$25

**4/12 Start-Up Orientation**  
6:00 pm – 8:00 pm Cost: \$25

### Business Resource Essentials

Anyone can start a business- but to start a business that will succeed and continue month after month to flourish isn't an easy task. There are essential resources for those individuals who start their business that can create long lasting power. These essential resources are:

- Where to look for when needing important data
- How to manage people
- Knowledge about sales and marketing
- How to work with and organize your business
- Grants for your business start-up
- Approved financial and business plan templates
- How to build your business team
- Benefits of Gov't Certifications
- How to establish your operating capital
- Start-up tool kits for your business
- Strength and Weakness checklist

**2/22 Business Resource Essentials**  
6:00 pm – 8:00 pm Cost: \$25

**4/26 Business Resource Essentials**  
6:00 pm – 8:00 pm Cost: \$25

### Mission

To help existing and new businesses grow and prosper.

### Locations

Westminster at *Front Range Community College*

Commerce City Small Business Development at *Derby Resource Center*

### Contact Us

*Front Range Community College*

3645 W. 112<sup>th</sup> Ave.

Westminster, CO 80031

303-460-1032

[www.NorthMetroSBDC.com](http://www.NorthMetroSBDC.com)

## Business Plan & Model Building Workshop

This 10 week course is designed to help entrepreneurs develop a business model and/or business plan through a discovery process that starts with a business concept, moves to designing and testing for a viable (profitable) business structure that results in a executable plan of action (business plan). It is in a blended learning format that combines an online learning platform with classroom time. The full course registration fee includes: one participant and access to the online training materials and business resource library.

**2/8 Leading Edge Information Session**  
6:00 pm – 7:30 pm \*FREE

**2/20 Leading Edge Information Session**  
6:00 pm – 7:30 pm \*FREE

**2/27 Leading Edge-Business Plan & Model Building Workshop**

**2/27 to 5/8** 6:00 pm – 9:00 pm Cost: \$295  
Guest \$ 50



**LEADING EDGE™**  
Strategic Planning Series  
a program of the Colorado SBDC Network

**Register at [www.NorthMetroSBDC.com](http://www.NorthMetroSBDC.com)**

# Spring 2018

## Westminster SBDC Classes



### 5 Part Marketing Package

- Part 1 – Story Selling in Marketing
- Part 2- Strategic Branding
- Part 3- 5 Minute Video Marketing
- Part 4- Hedgehog Marketing
- Part 5- Fair Use 101

#### Class Dates:

2/23, 3/9, 3/28,  
4/5, 4/13

Fee: \$100

### Connect With Us

Want to keep current on relevant business information and local business events?

Want to see a specific class?

Working with a great consultant?

 North Metro Denver SBDC

 @North Metro DenverSBDC

 North Metro Denver Small Business Development Center

Check out our blog at:  
[NorthMetroDenverSBDC.com/blog](http://NorthMetroDenverSBDC.com/blog)

## Marketing

### 2/23 Story Telling in Marketing

9:00am – 11:00am Cost: \$25

In a world flooded with information, stories are one of the most effective ways of marketing your business. They're more memorable than any other form of content, and they give people a personal connection to your brand. Ultimately, stories have more influence over people's buying decisions than anything else you can do to promote your business.

How to Use the Power of Storytelling in Marketing is a step-by-step guide to creating stories that will dramatically increase the effectiveness of any marketing efforts.

### 3/9 Strategic Branding

9:00am – 11:00am Cost: \$25

The keys to marketing a brand are consistency and making an emotional connection. Your brand needs to be consistent so that it delivers the same message and customers feel you're a company they can trust. The emotional connection includes the associations your brand makes in a customer's mind.

In this workshop learn how you can improve your business branding to communicate the best message to your market

### 3/28 5 Minute Video Marketing

6:00 pm – 8:00 pm Cost: \$25

Video marketing is on the rise on social media, mobile video view is expected to double by next year. Are you keeping up with the marketing trend? This workshop will teach you how to create marketing videos in just 5 minutes so you can keep up with the trend while still having time to work in your business.

### 4/5 Hedgehog Marketing

6:00 pm – 8:00 pm Cost: \$25

Video marketing is on the rise on social media, mobile video view is expected to double by next year. Are you keeping up with the marketing trend? This workshop will teach you how to create marketing videos in just 5 minutes so you can keep up with the trend while still having time to work in your business.

### 4/13 Fair Use 101

9:00 am – 10:00 am Cost: \$25

Are you putting together a flyer or a lesson and want to use someone else's photos? Do you really like this video and want to cross-post it to your own website? While these actions may be permitted in certain circumstances, most business owners vastly overestimate the range of the fair use doctrine, the U.S. Copyright doctrine that allows the use of someone else's intellectual property in a limited range of circumstances. In this lesson, learn what exactly the fair use doctrine says and what factual scenarios would allow you to take advantage of this and when you would be better off creating your own or paying for the material.

## Business Accounting/Budget

### 3/15 Intro to Xero: Accounting for Small Businesses

6:00 pm – 7:30 pm

Get a big picture view of how we can help you to improve productivity simply by using Xero. We'll introduce you to some of our amazing features, add-on partners and pricing structure. A quick and fun prelude to your journey with Xero.

Course outline

- What makes Xero different
- Why the cloud will change how you work
- Product demo including the Xero Dashboard, Bank Reconciliation, Xero Touch, Invoices, Files and Smart Lists

### 4/26 Setting Up Your Accounting Systems

8:30 am – 12:30 pm Cost: \$25

Improve your bottom line with a sound financial reporting foundation. Good organization saves time and money. Define what you need to track in order to pick the right tools. Design or redesign your account list to ensure meaningful reporting. Utilize a month-end checklist to help you get it done right

### 4/27 Cash In and Cash Out

8:30 am – 12:30 pm Cost: \$25

No matter what accounting system you use, you need to know how to properly record your expense and income transactions. Record sales transactions, checks, debit card activity, credit card charges and deposits with confidence. What we will cover:

Customer invoicing and managing accounts receivable. Paying bills and managing accounts payable. Reconcile your bank and credit card accounts to ensure accuracy

### 4/30 Your Financial Statements are a Powerful Management Tool

8:30 am – 12:30 pm Cost: \$25

Sound business decisions begin with real-time reports that tell you the true financial story of your business. Use your Profit and Loss Statement to help you determine what is making you money and where you can trim expenses. See how the Balance Sheet – the business owner's report card – is a snapshot of the overall health of the business



### Program Sponsors

