

Small Business Workshop

Hot Ways to Jump Start your Business

GWEJumpStart
1 day

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Introduction

Now is a great time to take a look at the state of your emerging business, reassess your goals, and review practices that could be more effective, and reinforce those that are working well. At this workshop you will learn about some things you can do to give your business new life over the next 12 months.

Prerequisites

- Business Owner

Course Summary

1. In this uncertain economy... Lets talk business plan
 - a. Have each student define their expertise or niche and provide information about their products or service and share with the class.
 - b. *Students will view 7 minute testimonial video in classroom of a successful small business and discuss how the business owner used his business plan to gain success and the similarities to their business experiences.*
 - c. *Instructor will distribute sample business plan and conduct "meeting your goals exercise"*
 - d. *Instructor will discuss aligning IT and Business to meet company goals and objectives*
2. Get your business noticed in all the right places ... Learn to become an opinion leader or trusted advisor on social networking sites and in the business community.
 - a. *The social networking boom has spilled over into the business world. Students will find out how establishing themselves as an opinion leaders or trusted advisors on networking sites can be a smart business strategy.*
 - b. *Instructor will discuss the pros and cons of :*
 - i. *LinkedIn - Professional*
 - ii. *Tweeter – Personal and Professional*
 - iii. *Facebook – Personal*
 - c. *Instructor will have students bring up the LinkedIn social network, set up a profile or modify an existing*

- profile, and discuss how to follow-up with new contacts, maintain connections with current ones.*
- d. *Marketing Plan thoughts: Instructor provides other examples of low cost ways to promote small businesses.*
 - e. *Afternoon Session – 3 hours*
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3. Start working better anywhere

- a. *Instructor will help students find out how to save time, get organized, and work smarter*
 - b. *Instructor will demonstrate how students can:*
 - i. *Store important files centrally using Microsoft Workspace*
 - ii. *Stake out WiFi network connections*
 - iii. *Surround themselves with computers to collaborate and communicate effectively*
 - iv. *Put their cell phone to work*
 - v. *Practice office efficiency*
 - 1. *Students will be instructed to bring up Microsoft Office ... Word, Excel, and Outlook on the computers and have students :*
 - a. *create an electronic filing plans*
 - b. *learn how to retrieve Really Simple Syndications (RSS) Feeds for professional up to date information*
 - c. *Create a new business only address book, input a few small business addresses, and send a personalized email to their customers using the new business address book*
 - 2. *Instructor will provide a brief overview of Quickbooks Perfect Start free software as a tool to help get students financially organized*
 - 3. *Instructor will discuss IT security and contingency planning when using computers to work internal or external to the workplace*
4. *Understanding your Business: Learn how to promote results and benefits, not processes*
 - a. *Instructor will discuss how to write successful case studies, ask for testimonials, and referrals*
 - b. *Instructor will conduct business card and networking interactive exercise*
 - c. *Close session and collect feedback forms*
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Workshop Notes

Class cost is \$125.00 per person.