

★ **START-UP ASSISTANCE** ★

**Starting & Financing A Small Business**

**2 HRS  
FREE**

This workshop is highly recommended for all individuals interested in determining the feasibility of their business idea, planning to start or have recently started a small business, seeking a small business loan, or wanting to learn more about business planning. Topics of discussion will include:

- **Entrepreneurship Readiness**
- **Writing a Business Plan**
- **Sources of Funds for Start-Up and Expansion**
- **Small Business Resources**
- **Required Licenses**



**Retail Start-Up**

**2 HRS  
\$20**

This seminar walks you through the steps of starting a retail business with topics covering the following:

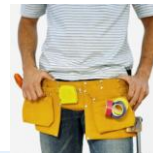
- **Retailers**
- **Location**
- **Competition**
- **Space Allocation**
- **Inventory**
- **Pricing**
- **Employees**
- **Customer Service**

**How to Start and Run a Construction Business**

**2 HRS  
\$20**

The crux of any business is to operate successfully in a highly competitive world, which simply gets measured by the size of the profits that are generated. While a number of other parameters are also used to gauge how an enterprise runs, profit still reigns supreme and therefore the key to the success of any business is to formulate an effective strategy to increase profits.

- **Business Registration, Certification & License**
- **Business Insurance & Bonding**
- **Bidding & Proposals**
- **Contract Management**



**Starting Your Restaurant Business**

**2 HRS  
\$20**

Turn your passion for cooking into becoming a restaurant owner. Follow Dianne with her detailed manual to begin the steps to prepare for your success. All serious businesses start with a well thought out business plan before investing or borrowing money. Dianne will help you from brainstorming to beginning your business success and the “who, what, where, and when” to get your business off to a great start.

- **Before You Get Started, Know the Questions To Ask**
- **How to Play the Restaurant Business Game**
- **Expectations of the Menu**
- **Making Your Restaurant Ownership Dream Come True**



**Business Plan Writing**

**2 HRS  
\$20**

A written business plan enables you to control your business. This seminar covers the detailed parts of a thorough business plan. This seminar is for aspiring entrepreneurs but also serves to create direction for existing owners.

- **What is a Business Plan and what is it used for?**
- **Full Business Plan Planner Workbook**
- **Worksheets for Financial Projections**



## How to Form and Register Your Business

3HRS  
\$25

Proper licenses and permits are necessary to operate a business. This seminar teaches how to obtain tax ID numbers, permits, and licenses. The seminar examines the differences between "C" and "S" Corporations, sole proprietorships, partnerships, and LLC's. Elements that business structures are based on are discussed such as taxes, ownership, responsibility, control, risk, operations, and employee requirements.

- **Advantages & Disadvantages of each Legal Structure**
- **Legal Structure Quiz**
- **Filing Forms for Selecting an Organizational Structure are Provided**



## Starting a Home-Based Business

3 HRS  
\$25

Over 50% of small businesses are home-based. Get the facts about home-based businesses and learn how to evaluate those business opportunities. Learn about organizing, registering, licensing and permitting processes, as well as the regulations and restrictions of each. Weigh the advantages and disadvantages of working at home.

- **Start-up and Survival Checklists**
- **Top 10 Scam list**
- **Safe Sources and Government Sites**



## FINANCING

### Understanding Credit

2 HRS  
\$20

If you are in business or considering opening a business, you need to understand the use of credit in the loan process. Do not let your credit stand in the way of following your dreams to own your own business.

- **Know the Consumer Protection Laws**
- **Understand Credit Scores and What They Mean**
- **Learn How to Solve Credit Problems**



### Financial Statements

3 HRS  
\$25

This seminar is focused on how to use financial statements to manage profits and measure growth. Program includes:

- **Liquidity, Leverage, and Liability Structure of the Balance Sheet**
- **Profitability and Productivity of the Income Statement**
- **Cash Flow Statement vs Income Statement**
- **Apply Financial Statement to Your Business**
- **Questions the Bank Asks**
- **Hints & Tools to Better Manage Your Business**



### 5 Steps to Secure Financing

3 HRS  
\$25

Learn what to do before approaching a lender. This seminar will help identify and assess business' financial needs, identify sources of capital, and prepare the essential documents for a lender or investor. Knowing what the lender is looking for, and the questions the lender wants answered, may improve the chances of money that the business needs. Participants will receive helpful forms to use in preparing a financial package.

- **Key Questions Lenders Want Answered**
- **Worksheets to Determine Start-up Costs, Personal Financials, and Budgets**
- **Resource Directory**





## Organizing Your Way to Profitability

2 HRS  
FREE

Do you find yourself spending too much time doing minor administrative detail work every day? Do you sometimes waste valuable time searching for items, documents and contacts that are critical to your revenue production? Do you find yourself repeating the same drawn-out tasks over and over without looking for a way to automate your system? Does lack of organization ever get in the way of you making money? If any of these sound familiar, now's your chance to do something about it! Eliminate unnecessary inefficiency in order to do what you do best...MAKE MONEY! Learn to:

- **Create Shortcuts for Routine Things You Do**
- **Eliminate Clutter from your Productive Workspace**
- **Develop Systems That You Can Maintain and That Will Work for You**
- **Get Back on Track When Your New Routines Get Compromised!**



## Restaurant Business Survival

2 HRS  
\$25

Sometimes tough times open doors for new ideas. Dianne will demonstrate creative ways to conserve without cutting quality and service. You will explore opportunities to make your business strong to promote more profits in your restaurant. Dianne will explain the most common areas where small businesses loose profits. It is amazing how many areas can leak money from your business.

- **Learn the Biggest Areas to Pay Close Attention to in the Business**
- **Tips to Balance and Maintain Many Facets of the Business**
- **Tips to Promote Happy Returning Customers**
- **Tips to Increase Profits**



## Time Management: How to Make the Most of Your Workday

3 HRS  
\$35

It is no wonder we feel pulled in a million directions. In today's hectic world, too many projects demand our attention and time. Why is time management important to a business? How does our ability to manage time affect our companies? To what extent does ineffective time management affect the bottom line profitability of our company? We will address:

- **Self-Management: A Key to Balance**
- **Fundamental Organization Principles**
- **Planning With a Mission and Succeeding**
- **Setting Priorities and Life Balance**



## Project Management

3 HRS  
\$35

Project Management (PM) is the application of knowledge, skills, tools, and techniques to activities to meet project requirements. This seminar provides an introduction and overview to the functions of project management (e.g., planning, scope, schedules, budget, managing changes, team building, and technical aspects of a systems approach).

- **Project Charter**
- **Scope Statement**
- **Work Breakdown Structure (WBS)**
- **Activity Sequencing**
- **Schedule Development**
- **Cost/Budget**
- **Project Human Resources**
- **Quality**
- **Communications**
- **Purchases and Contracts**
- **Risk analysis and Contingency Plans**
- **Project Quality**
- **Change Control**



## Managing Personal and Professional Change

3 DAYS  
\$85

This course identifies the steps and strategies used to manage significant change encounters in personal and professional life. Learn how to embrace "change" and to use it to accelerate personal success. Learn useful strategies to overcome obstacles that result from changing events. Discuss the positive and negative impacts that "change" brings as well as the consequences for resisting change in a timely manner. Learn how to identify imminent changes and how to become an agent for change. Everyone will benefit from this seminar as the course relates to managing change in life.

- **Sources of Change**
- **Understanding the Causes of Change**
- **Types of Change**
- **3-Step Change Process**
- **Participants Will Create an Individual Change Management Plan**



## Franklin Covey's 7 Habits for Small Business

2DAYS  
\$395

Simple promotions can achieve momentary success, but it takes an exceptional leader to unleash the potential of a team and "write a new story" of success. **Franklin Covey's 7 Habits for Small Business** is a management development seminar with a unique approach that prompts managers (and teams) to enhance the typical mindset from getting good results to getting GREAT results. This workshop is a 2-day experience for owners, supervisors, and managers of small business that promises to serve as a reusable platform for GREAT leadership. (Participants will earn 1.4 CEU's.)

- Tools to Help Managers Meet Today's Challenges
- Determine Desired Contribution to Develop Your Role
- Manage Performance by Balancing Accountability and Trust
- Learn How to Give Constructive Feedback
- Improve Team Decision-Making Skills
- Increase Company INITIATIVE



## BUSINESS ACCOUNTING

### Using Your Financial Statements to Manage Your Profits

2 HRS  
\$25

The LSBDC of Greater New Orleans is offering this seminar to teach business owners how to understand financial statements and successfully manage business profits. This seminar will teach you how to:

- Keep Track of Income Statements, Balance Sheets, and Cash Flow Statements
- Keep Accurate Accounts of How Business Financial Statements Apply to Your Business
- Types of Questions a Banker Looks for in the Statements



### QuickBooks for Beginners

3 HRS  
\$45

Learn QuickBooks from the ground up during this workshop. A certified QuickBooks Pro Advisor will teach basic uses and features of QuickBooks including: setting up & getting started, working with QuickBooks list and bank accounts, entering sales, invoices and receiving payments, creating reports, graphs and analyzing financial data.

- Create Vendors and Invoices
- Determine Cash Flow
- Learn AP and AR
- Free Starter CD



### Intermediate QuickBooks

3 HRS  
\$55

A continuation of our popular Basic Level QuickBooks Workshop, this session will assist you with more advanced topics such as payroll, inventory, setting personal preferences, sales taxes, and many other areas that will make your use of QuickBooks more efficient and more enjoyable. A working knowledge of QuickBooks is needed to grasp the topics presented in this class.

- Find and fix the most common mistakes made with QuickBooks
- Handle "tricky" situations including NSF checks, customer deposits, and more
- Enter special transactions including bad debts, petty cash transactions
- Automatic bank transactions, and others\
- Learn advanced reporting techniques and integration with Microsoft Excel
- Customize QuickBooks to your business
- Set up and use credit cards
- Set up and process payroll
- Prepare/ file your federal payroll tax returns
- Generate reports to file state payroll tax returns
- Handle unique payroll situations including employee loans and more
- Customize your sales forms the way you want them
- Add logos to forms
- Perform a year-end close with QuickBooks
- Use the Accountants Review process
- Backup and restore data files





## CASH FLOW MANAGEMENT



### How to Run a Profitable Business

3 HRS  
\$35

The crux of any business is to operate successfully in a highly competitive world and is measured by the size of the profits that are generated. While a number of other parameters can be used to determine company viability, profit still reigns supreme. Therefore, the key to success in any business is to formulate an effective strategy to increase profits.

- Discuss the Keys to Business Success
- Profitability Principles
- Tangible vs Intangible
- Profitability Process
- Profitability Action Plan
- Profitability Factors



### Budgeting and Cash Flow Management

3 HRS  
\$35

An overview of the purpose of budgeting, the types of budgets, and the elements of a successful budget. The program includes a process for creating a budget, ways to analyze and compare budgets, and important guidelines to apply during the budgeting process. Learn:

- 5 Purposes of Budgeting
- Various Types of Budgets
- Steps of the Budgeting Process
- Elements of a Successful Budget
- 5 Methods for Analyzing Budget Information
- Guidelines to Remember During Budgeting Process



## TAX PLANNING



### Taxes and Accounting

2 HRS  
\$25

Getting down to business is a practical guide for musicians and artists in understanding what it means to operate as a self-employed person. Proper accounting, taxes, and licenses are important to your financial success. You must have proper licenses and permits to operate. Simple recordkeeping and timely tax payments are necessary to access financing to grow your business. Learn how to obtain tax ID numbers, licenses and to keep good records.



## MARKETING AND SALES



### How to Attract & Retain Customers: Marketing 101

2 HRS  
\$20

Are you looking to increase your customer base on a shoestring marketing budget? This seminar will teach you the key marketing points for your product, reveal the secrets to attracting customers, and enable you to determine the layout of your marketing plan.

- Free Resources for Marketing and Promoting Your Business
- Identify Promotional Tools to Fit Your Business
- Define the Foundational 4 P's of Marketing
- Perform a Competitive Analysis
- Determine Your Company's USP (Unique Selling Position)



### Reinvention Through Innovation: Developing a Website Strategy

2 HRS  
\$20

A solid website strategy is a must for success in today's business economy and market and must be integrated into the business operations and marketing strategy of the company. This workshop will teach:

- Components of a Successful Website
- Website Format Designed to Generate Sales and Profits
- Overview of Website Components and Integrated Marketing Strategy
- SEBD Program Funding Assistance (through LED to eligible businesses)





## Building Bridges: Website Strategy 201

2 HRS  
\$25

"I have a website, now what?" Once a website is launched, you have created an island in the ocean. There are new concepts for e-marketing—e-campaigns, social networking, search engine optimization, analytics, and merchandising. Where do you go from here to increase hits, conversions and sales overall?

- **Group Website Reviews**
- **Customer E-Marketing Techniques**
- **Social Media: Facebook, Linked-In, Twitter**
- **Merchandising**
- **Content Strategies**



## Networking: Extending Your Hand to Reach Your Goals

3 HRS  
\$35

Word of mouth (WOM) is the most powerful form of promotion, but perhaps the most misunderstood marketing strategy. Learn the keys to successful networking, and tips for planning, interacting and following-up. You will be surprised to find what networking *really* is . . . and is not!

- **Networking Know-How**
- **Tips for the Shy Guy**
- **Articles and Ideas to Expand Your Network**



## Marketing Research

3 HRS  
\$35

HOW CAN I BE SURE? . . . in a world that's constantly changing? How can I be sure where I stand with my customers? With my competition? How can I be sure that I am doing the right thing? Put on your Sherlock Holmes cap and become a super sleuth. This seminar will provide the tools you need to conduct your own search for the facts. Facts that will answer your important business questions and guide your decision-making. Market research does not make decisions or guarantee success, but it IS the foundation of business planning!

- **Demystify Research Procedures so You Can Do it Yourself**
- **Develop the Framework of Objectives, Decisions and Questions**
- **Learn Where to Find the Answers**
- **Put the Data to Use!**



## ★ GOVERNMENT CONTRACTING ★

### Bids and Proposals

2 HRS  
\$25

This government-contracting seminar covers how to write a proposal that will result in a winning bid on a construction contract or any other type of contract. The seminar will cover all steps, from receiving the RFP (Request For Proposal) through putting together the response that will win the RFP.

- **Vendor Registration and Certification**
- **Bid Preparation**
- **Bid Response**
- **Evaluation and Awards**
- **Vendor Performance**



## ★ DISASTER MITIGATION ★

### Disaster Planning

2 HRS  
FREE

This seminar explains the area an organization needs to think about in order to prepare its own disaster recovery plan so that, should an interruption occur, it is able to resume operations. Each organization's circumstances and structures are unique, so tailoring a plan to suit its needs is a "must do" project. It is important to recognize that there is no "magic" plan that an organization can purchase that will provide all the answers or that will create a plan for them. Attendees receive:

- **Business Disaster Plan Workbook**
- **Resource List of Emergency Numbers**
- **Business Checklists**
- **Group Discussion Sharing Best Practices**
- **Communication Tree Worksheet**
- **Data Backup Suggestions**



## LEGAL

### Small Business Legal 101

2 HRS  
\$25

Dealing with legal issues is part of the job of a small business owner. Learning the basics of business law can make operating your business easier and save you money on legal fees. This seminar will explore the legal environment in which any business must operate in the modern business world. This seminar will include:

- **Legal Documents**
- **Saving Money on Legal Fees**
- **An Overview of Business Law**



## INTERNATIONAL TRADE

### Import / Export

4DAYS  
\$160

This intensive, executive program targets companies and individuals interested in international trade.

4-Part Export/Import Seminar Series with Books Included. WTC members pay \$120.00

- **Part 1 - Import/Export Strategies and Market Research**
- **Part 2 - Pricing, Terms, Quotations, and Customs Entry Procedures**
- **Part 3 - International Banking, Financing, Transportation, and Documentation**
- **Part 4 - International Marketing Plans**





### Como Empezar Y Financiar Su Negocio

2HRS  
\$30

Este seminario informará a los empresarios como preparar y desarrollar un buen plan de negocios, de igual manera identificará las necesidades financieras para empezar un negocio. El seminario abarca:

- **Promoción del negocio**
- **¿Está listo para llegar a ser un empresario?**
- **Capacidad financiera**

### Como Escribir Un Plan De Negocios

2HRS  
\$30

Preparar un plan de negocios le permite controlar su empresa. Este seminario cubre con detalle las diferentes secciones del plan de negocios. El seminario está diseñado para nuevos empresarios pero también sirve para proporcionar dirección a empresas existentes.

- **¿Qué es un plan de negocios?**
- **¿Para qué se usa?**
- **Se proporciona un modelo de un plan de negocios**
- **Se proporcionan hojas de cálculo para proyecciones financieras**



### Como Estructurar E Inscribir Su Negocio

2HRS  
\$30

Para operar un negocio se necesitan licencias y permisos apropiados. En este seminario aprenderá como obtener los números de identificación fiscal (tax ID), los permisos y licencias. El seminario muestra las diferencias entre Sociedades Anónimas tipo "C" y "S", Sociedades Individuales, Asociaciones Personales y Compañías de Sociedades Limitadas. También se discuten los elementos en que se basan las estructuras de los negocios tales como impuestos, propiedad, responsabilidad, control, riesgos, funciones, y requisitos necesarios para los empleados.

- **Selección de la estructura legal**
  - **Ventajas e inconvenientes de cada estructura legal**
- ....Exhibición de formularios de cada estructura legal





## RESOURCE PARTNER CO-SPONSORED PROGRAMS



### Small Business Environmental Assistance

1½HRS  
FREE

Come learn about assistance for the small business environmental concerns such as how to properly dispose of your waste products, store chemicals, and record keeping requirements.



### Tax Preparer / E-Filing Workshop

3 HRS  
FREE

Representatives from the IRS, the Louisiana Department of Revenue, and the Social Security Administration will address recent updates affecting how tax preparers and practitioners conduct business. Certificates of attendance for Continuing Education Credits will be provided upon request at the end of each seminar.

- Wage Reporting
- Electronic Services
- Due Diligence



### 8(a) Certification Workshop

3 HRS  
FREE

The SBA's 8(a) Business Development Program, named for a section of the Small Business Act, is a business development program created to help small disadvantaged businesses compete in the American economy and access the federal procurement market. This workshop will cover all eligibility criteria for the 8(a) Program including:

- Completion of the electronic application; Review of Required Supporting Documentation
- Review, explanation and guidance in completing the required SBA Forms (i.e. 912, 4506T, 413, 1623)

A CURRENT CCR REGISTRATION AND AN SBA GLS LOGIN IS REQUIRED TO APPLY FOR 8(a) CERTIFICATION. Please refer to the assessment tool at <http://training.sba.gov:8000/assessment> .

### HubZone Certification

2 HRS  
FREE

The HubZone Empowerment Contracting program provides federal contracting opportunities for qualified small businesses located in distressed areas. Fostering the growth of these federal contractors as viable businesses, for the long term, helps to empower communities, create jobs, and attract private investment. To be eligible, the business must be located in a "historically underutilized business zone" or HubZone, must be owned or controlled by 1 or more US Citizens, and must have at least 35% of its employees residing in a HubZone.

### Patent & Trademark Workshop

2 HRS  
FREE

Basic information on types of patents, search techniques, the application process and general interest information useful to inventors and researchers. A patent attorney will speak about the patenting process and answer questions.

### Louisiana Contractor's Accreditation Institution

6 WKS  
\$150

LCAI is a six week management training course designed to support the state's growing construction industry. Taught by industry leaders, participants will learn about construction management and how to prepare for the General Contractors State Licensing Exam. Topics of discussion include bid processes, contract management, estimating, equipment and business management, scheduling, occupational safety, risk management, financial management, bonding/access to capital, certifications, and entrepreneurship training Louisiana Contractor Licensing Exam Review.

Co-Sponsor: Louisiana Economic Development, Louisiana Community & Technical College System, Louisiana Association of General Contractors, Louisiana State Contractors Licensing Board



### Contractor's College

2DAYS  
\$195

Contractor's College is an innovative program designed to prepare small, disadvantaged, minority-, and women-owned contractors to compete in a highly competitive contractor marketplace by helping build financing and bonding capacity.

- Business planning and risk management
- Preparation for the State licensing exam
- Emphasis on business certifications (e.g., SBA-8(a), DOTD, etc.)
- Financial and bonding capacity assessments - participants unable to obtain financing and bonding will be assisted in improving capacity and will be shown requirements to become lender-and bond-ready.

