



## SCORE and the SBA are proud to present **FREE** workshops for entrepreneurs

If you have a new business, want to start a business or have an idea that you think should be a business this is the workshop series for you.

This 9 week program will introduce you to numerous resources, information and a network of talent that can help guide you on a path for greater success.

**All sessions are held at:**

**The Business Innovation Center**

**385 Columbia Street, Fall River MA**

**To RSVP visit us online at:**

**<http://businessinnovation.center>**

Join our meetup groups for event details, automated announcements, reminders and notifications.

# Building a Business... “Soup to nuts”

## “Where do I begin?”

- Administrative & Legal Considerations for Starting a Small Business **(Dennis Callanan)** This general overview of starting a business looks at all aspects beginning with the legal requirements and how to start a business that makes sense.

**\*Special presentation on the Business Plan Canvas by Danny Kirschner**  
**January 12, 2016 6pm-8pm**

## “Show me the money part 1”

- Accounting for the Small Business: **(David Lucier)**  
The number one reason for small business failure involves issues around finances. Come and learn what is needed to financially run a business today.

**January 19, 2016 6pm-8pm**

## “Show me the money part 2”

- Taxes for the Small Business: **(David Lucier)**  
Making a profit in today's world requires planning for and minimizing your tax obligations. This can make the difference between showing a profit and breaking even.

**January 26, 2016 6pm-8pm**

## “The world is online”

- Effective Digital Marketing Strategies **(Gil Lantini)**  
Even a brick and mortar business today cannot realize its full potential if it does not have an online presence. This session discusses the basics of digital marketing, including social media, email marketing and websites

**February 2, 2016 6pm-8pm**

## “Grow your local business- the 3 areas you must focus on”

- Marketing for Start-ups and Established Businesses **(Bob Salvas)**  
Local businesses today are competing both with local and non-local businesses for a share of the market. In order to not waste your valuable resources, you must learn the three most important areas to focus on.

**February 9, 2016 6pm-8pm**

## “Born to Sell”

- Mastering the Sales Process **(Dennis Callanan)**  
The saying goes that ‘nothing happens until somebody sells something’. It's true. You must have a sales plan and you must execute that plan in order to succeed.

**February 16, 2016 6pm-8pm**

## “It's who THEY know that counts”

- The Art and Science of Power Networking **(Bob Salvas)**  
Face-to-face networking can grow your business but it not just about showing up at events (though that is part of it). What you do when you are there and after you leave is where the rubber hits the road.

**February 23, 2016 6pm-8pm**

## “Putting It All Together”

- Writing Your Business Plan **(Bill Welsh)**  
Finally, you need to put all the aspects of your plan onto a written document called a business plan. This becomes your blueprint to future success.

**March 1, 2016 6pm-8pm**

## “Innovative Resources for Building your Business”

- Join **Pauline Swanson from the SBA** (Small Business Administration) and special guests from the MSBDC (Massachusetts Small Business Development Center) where they will introduce the many programs available through the SBA. Loan programs, networking opportunities, counseling and many other resources you can use to grow your business, network and economic opportunities.

**March 8, 2016 6pm-8pm**

