

# LIVE & ONLINE



## **Business Planning II: Fine Tuning Your Business Plan**

8wks

This course allows the participant the opportunity to complete an initial draft of a business plan. The initial draft will include an operational plan, management plan, marketing plan, as well as a financial plan. The financial plan will include a comprehensive sales forecast, profit and loss projection and a cash flow analysis. Spouses may attend at no charge.

**Thursdays–January 7 to February 25**  
**8am-10am or 4pm-6pm or 6pm-8pm**  
**Location: Leon Lynch**  
**Instructor: Scott Williams**



## **Business Planning III: Finalization of a Business Plan**

8wks

This course allows the participant the opportunity to complete a final draft of a business plan. The final draft will include an operational plan, management plan, and a marketing plan, as well as a financial plan. The financial plan will include a comprehensive sales forecast, a profit and loss projection and a cash flow forecast. Spouses may attend at no charge.

**Thursdays–March 4 to April 22**  
**8am-10am or 4pm-6pm or 6pm-8pm**  
**Location: Leon Lynch**  
**Instructor: Scott Williams**



## **How to Develop a Marketing Plan For Your Business**

8wks

One of the basic challenges facing small businesses is how to get the word out about your company's goods and services. In other words, how to reach potential customers aware of who you are and what you're offering. This course will help you develop a plan to make potential customers aware of who you are, increase your return on investment of sales and marketing dollars, find your core customer, organize your sales and marketing efforts, and put social media to work for you. Spouses are welcome to attend at no charge.

**Wednesdays–March 3 to April 21**  
**8am-10am or 4pm-6pm or 6pm-8pm**  
**Location: Leon Lynch**  
**Instructor: Scott Williams**



## **How to Start and Run a Small Business**

6wks

Planning before starting is an important step toward operating a successful small business. Many students have said to me that they wish they would have taken this course before starting a business. This is an introductory class that teaches the basics of starting any type of small business. The course will focus on licenses/permits/location, deductible expenses, insurance, recordkeeping, and legal forms of ownership. After you take this class, you will clearly understand what is required to start a small business. Spouses may attend at no charge.

**Wednesdays–January 13 to February 17**  
**8am-10am or 4pm-6pm or 6pm-8pm**  
**Location: Leon Lynch**  
**Instructor: Scott Williams**



## **Using Artificial Intelligence to Build and Strengthen Your Business Plan**

8wks

This course is designed to build on the knowledge learned in the business planning process. Students will learn to use AI as a practical business assistant for research, review and refinement. Spouses may attend at no charge.

**Thursdays–May 6 to June 24**  
**8am-10am or 4pm-6pm or 6pm-8pm**  
**Location: Leon Lynch**  
**Instructor: Geoff Williams**