



# Erie Area Business Workshops & Webinars

Helping businesses to connect the dots...

## June, 2015

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Monday, June 1, 2015, 6:30 p.m. to 8:00 p.m. **Build Your Own Marketing Toolkit**

Many small businesses and organizations find themselves seeking the right strategies to make their marketing efforts as effective as possible. But with so many different marketing activities that they could focus on, they often miss some of the important marketing concepts that will help them understand why those activities are so important. This presentation is designed to uncover some of those core concepts and show that a little bit of marketing knowledge can go a long way. Attendees of this presentation will learn: • What marketing really is (and isn't). • How marketing has changed in ways that benefit small businesses. • The importance of setting goals and objectives for your marketing efforts. • The 4 Pillars of Marketing Success – a framework that shows how different marketing activities all fit together, and will help small businesses reflect on their own marketing program. • It's ok to start small, to start where you already are. Join us and start to build a foundation marketing knowledge, from which you can build more and more effective campaigns to help your business or organization grow. Intended Audience: The content is targeted at the beginner- to comfortable small-business marketer who is looking to build their marketing knowledge, or to reinforce what it is they already know. Location: North Metro Denver SBDC. Fee: \$15.00. Register [here](#).

Tuesday, June 2, 2015, 6:30 p.m. to 8:30 p.m. **Utilizing Facebook for Small Businesses**

Every social media platform is different as to how you inform current clients and engage new ones. Creating a social strategy will ensure you create the best impact for your business. Join us to learn how to define your goals and metrics. Learn the steps you can take regularly to reach those goals and best practices for execution. What do all of those numbers mean? You will also learn how to use analytics to decide what is working for your business. Location: North Metro Denver SBDC. Fee: \$15.00. Register [here](#).

Tuesday, June 2, 2015, 6:30 p.m. to 8:30 p.m. **Start-Up Orientation – Evening Workshop**

Starting Your New Business and Operating It Correctly During this course you will learn about legal structures, registration, licenses, market research, business planning, obtaining financing, insurance, taxes, and sources of assistance. Location: North Metro Denver SBDC. Fee: \$10.00. Register [here](#).

Tuesday, June 2, 2015, 6:00 p.m. to 9:00 p.m. **Business Plan Essentials**

Complete or refine your business plan, with an emphasis on understanding your market and developing financials. Each business plan component will be explained, along with information about additional resources that will be helpful in completing each section. A must for any entrepreneur, especially for those seeking funding or in the early stages of their business growth. Location: Boulder SBDC – Longmont Satellite. Fee: \$45.00. Register [here](#).

Wednesday, June 3, 2015, 6:00 p.m. to 8:00 p.m. **Cash Flow Boot Camp**

Retail is a blend of art and science. As the store owner you understand your customers and what they want: you provide a point of view and a taste level, the ART. The SCIENCE involves understanding how to maximize the merchandise you bring in to support your vision. Inventory control is the best investment you can make for your store; Poor inventory management is the #1 reason retailers fail. And 1/3 of stores that fail are actually profitable but don't have enough cash flow to run the business. We will talk about too much inventory, not enough inventory, gross sales, what percentage most retailers spend on merchandise, and inventory in relation to total assets. This class will walk through the basics of running a retail business and you will come away understanding: The difference between net profit and cash flow The 4 Pillars of Retail How to more accurately forecast your sales What an Open-Buy is and how to create one for your business How to create a cash flow projection. Location: North Metro Denver SBDC. Fee: \$15.00. Register [here](#).

Thursday, June 4, 2015, 6:30 p.m. to 8:00 p.m. **The Power of Email Marketing**

Email is the most cost-effective, targeted, trackable, and efficient way to build and maintain relationships in all types of business and organizations. Learn how to master email marketing communications with a comprehensive look at best practices and winning strategies that lead to increased profits, revenue and engagement. You will learn to: ? Grow your email marketing list to build strong relationships with your customers ? Generate repeat business + referrals without spending a ton of time or money ? Integrate email marketing with social media to gain tons of exposure ? Not bother people by following spam compliance best practices ? Measure, analyze, and continually improve your email marketing with analytics. Location: North Metro Denver SBDC. Fee: \$15.00. Register [here](#).

Monday, June 8, 2015, 6:00 p.m. to 9:00 p.m. **Branding: What Really Matters for Small Business**

This workshop will help you discover your core strengths and key differentiation that will make you stand out from your competition. The goal is that you will walk away with a clear unique selling proposition. Your marketing & sales message must effectively answer the following four questions: Why should I read or listen to you? Why should I believe what you have to say? Why should I do anything about what you're offering? Why should I act now? The way to discover what the reality is for your business is to identify your competitive advantage. This is done with the 4P framework. People—Problem—Process--Passion Once key advantages are identified you can then implement an ACES marketing plan that can be used via whatever medium is best utilized to reach your target audience: A- Attract C- Capture E- Engage S- Sell. Location: North Metro Denver SBDC. Fee: \$15.00. Register [here](#).

Tuesday, June 9, 2015, 6:30 p.m. to 8:30 p.m. **The Selling Entrepreneur: Nobody Told Me I'd Have to Sell**

This workshop acknowledges that many entrepreneurs ARE their company's sales force. Even if they have a small sales team, the owner is the one person in the company that lives and breathes new customer generation...but not at any cost...new business developed AT higher margins that are PROFITABLE. This session is for business owners and entrepreneurs who are: . Frustrated with prospects demanding – and getting – costly price concessions. . Suffering through painfully long selling cycles. . Disappointed with inconsistent sales goal attainment . . Concerned with bad sales habits that are eroding margins. Location: North Metro Denver SBDC, Fee: \$15.00. Register [here](#).

Wednesday, June 10, 2015, 6:00 p.m. to 8:00 p.m. **Maximize LinkedIn**

So, you're LinkedIn with 200, 300 or over 500 connections. You're using it as an effective research and social media tool, but asking yourself, "How do I use it as a PROACTIVE (NOT PASSIVE) prospecting tool, to actually set appointments with my target prospects that I don't know yet, but would like to meet?" And... "How can I use LinkedIn to get more referrals and introductions from my existing clients?" This curriculum is designed to show you not only how to utilize LinkedIn as a powerful, proactive prospecting tool, but also as a way to get introductions to hard-to-reach decision makers and actually set appointments with new prospects in your

calendar each week. This training is NOT centered on how to use LinkedIn as a marketing or social media tool, although that may be a secondary by-product of your implementation. When you think about LinkedIn as part of your prospecting plan, are you: Uncertain how to effectively use LinkedIn to prospect Tired of wasting time looking at “people you may know”? Unsure about the best way to ask for introductions to your connections’ connections? After this interactive session you’ll leave with: A thorough understanding of how to improve your LinkedIn profile to maximize your prospecting A system for prospecting on LinkedIn with a major time commitment A process for getting results from your introduction requests This training is for: Leaders and business development professionals who don’t actively prospect on LinkedIn People who see value in building a B2B sphere of influence Active networkers that do business with strategic referral partners Professionals in a referral-driven business focused on increasing their weekly & monthly number of introductions Young professionals looking to grow their network Not-so-young professionals who have yet to embrace social media. Location: North Metro Denver SBDC. Fee: \$15.00. Register [here](#).

Thursday, June 11, 2015 6:00 p.m. to 7:30 p.m. **Writing Your Business Plan: An Overview**

This free seminar will review how to prepare a business plan, the essential components of a business plan, and how to put these together. Creating a business plan will help you achieve your business goals. This seminar will provide you with a guide for building a successful business focused on achieving your personal and financial goals. It will also help persuade others, including lenders, to invest in what you are creating. Business plans are essential road maps towards increasing the potential success of your business. This living document can generally guide you for 3-5 years ahead and provide direction to the route your business intends to take to grow revenues and ultimately achieve your dreams. Participants will receive resources for additional support as well as templates for writing the plan. Location: East Colorado SBDC-Firestone Satellite. Fee: FREE. Register [here](#) or RSVP to 720-837-0416 or 970-351-4274 three days before the session.

Thursday, June 11, 2015, 6:00 p.m to 9:00 p.m. **Video Marketing**

Are you struggling to stand out from your competition in a crowded marketplace? Do you find your existing marketing isn’t working as well as you’d like it to? Do you want to convert more prospects into customers? If any of these concerns apply to you, video marketing might be the answer. Video Marketing for Business is an introductory class that will teach you the basics of video marketing for your business. This means you will walk away with a toolbox of tips and tricks to get in front of more prospects and convert them into customers. In this course, the following topics will be covered: . What is video marketing and what it is not . Why does video marketing work so well . Examples of ways to use video marketing in your business to help you start off on the right track . What makes a good video and what makes a bad video . Lastly, we will actually create a script, record a video, and upload it to YouTube (yep, right in class) Location: North Metro Denver SBDC. Fee: \$15.00. Register [here](#).

Thursday, June 11, 2015, 6:00 p.m. to 7:00 p.m. **Business Research 101**

Learn how to use library resources, in print and online, to put together a solid business plan. Business librarian will demonstrate library and other resources and answer the most common questions about research. This class is a prerequisite to making a one-on-one appointment with a librarian to discuss your unique needs. No reservation required. For more information, contact the Reference department. Questions? Contact Eladia Rivera [riverae@boulderlibrary.org](mailto:riverae@boulderlibrary.org), 303-441-3194. Location: Boulder SBDC. Fee: FREE. Register [here](#).

Tuesday, June 02, 2015 6:00 PM to 9:00 PM **Business Plan Essentials-Longmont**

Complete or refine your business plan, with an emphasis on understanding your market and developing financials. Each business plan component will be explained, along with information about additional resources that will be helpful in completing each section. A must for any entrepreneur, especially for those seeking funding

or in the early stages of their business growth. Location: Boulder SBDC - Longmont Satellite. Fee: \$ 45.00  
Register [here](#).

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marketing work so well . Examples of ways to use video marketing in your business to help you start off on the right track . What makes a good video and what makes a bad video . Lastly, we will actually create a script, record a video, and upload it to YouTube (yep, right in class). Location: North Metro Denver SBDC. Fee: \$ 15.00 Register [here](#).

Friday, June 12, 2015, 9:00 a.m. to 11:30 a.m. **Credit Card Processing – Make Powerful Decisions!**

This engaging workshop offers information to better understand the credit card system, with information on cyber fraud, reading your credit card statements and understanding merchant card changes and technology. After attending this workshop participants will have the knowledge to make informed powerful financial decisions when it comes to accepting credit card purchases from customers, how to protect their customers' information and how to secure their processing equipment to protect their business. Location: North Metro Denver SBDC – Brighton Satellite. Fee: \$15.00. Register [here](#).

**TechVenture Series** June 12 –October 9, 2015, 2<sup>nd</sup> Friday of the Month plus one extra meeting in June 8:00 a.m. to Noon.

This series is most appropriate for founders, C-level leaders, and executive managers in bioscience, IT, aerospace, clean tech and advanced manufacturing. This particular program is not for start-ups. Email Sharon King at [sharon.king@bouldersbdc.com](mailto:sharon.king@bouldersbdc.com) for details about qualification requirements. The TechVenture Series is part of the Colorado Emerging Ventures (CEV) program of the Boulder SBDC. It consists of a cohort program that will help accelerate the growth and development of businesses in key Colorado industry growth sectors: bioscience, IT, aerospace, clean tech, and advanced manufacturing. The program is a multi-session series format in which the group of participating businesses will attend all sessions and progress together through the business growth topics. Participants will share their own experiences and knowledge, developing creative solutions and building a support network in a cohort learning environment. Each session will be a facilitated, open- discussion format with content specialists. To help businesses accelerate their growth and development and overcome growth hurdles, the following topics will be discussed: Sizing market opportunities Managing channel strategies Business model innovation Growth issues How to build a team and retain, manage and compensate Benchmarking and tracking progress Protecting intellectual property Commercialization strategies Strategic alliances Key resources Key partnerships Materials utilized for the program include Business Model Generation by Osterwalder & Pigneur and materials from Kauffman Center for Entrepreneurship's FastTrac Program. 2015 Dates: June 12 June 26 August 14 September 11 October 9 The cohort group will not meet in July, but during that month your business has the opportunity to schedule customized consulting including: (1) Market research & analysis, customized for your business (2) A facilitated Business Model Canvas exercise, customized for your business at your location. (3) Specialist consulting resources. Location: Boulder SBDC. Fee: \$495.00. Register [here](#).

Monday, June 15, 2015, 6:30 p.m. to 8:30 p.m. **Pinterest – Pinning for Profit**

How to use Pinterest to generate leads and increase website traffic for your business. Learn how to set up an account, post to Instagram and share onto multiple platforms, and how to optimize your content to increase followers. Location: North Metro Denver SBDC. Fee: \$15.00. Register [here](#).

Tuesday, June 16, 2015, 9:00 a.m. to 11:00 a.m. **Start-Up Orientation – Morning Workshop**

Starting Your New Business and Operating It Correctly During this course you will learn about legal structures, registration, licenses, market research, business planning, obtaining financing, insurance, taxes, and sources of assistance. Location: North Metro Denver SBDC. Fee: \$10.00. Register [here](#).

Tuesday, June 16, 2015, 6:30 p.m. to 8:30 p.m. **Instagram-Content is King, but Pictures Wear the Pants**

How to use Instagram to grow your audience and market your business. Learn how to set up an account, create and post visually engaging content, create boards, repin additional, relevant content, and optimize content for your audience to create quality engagement and third-party advocates. Location: North Metro Denver SBDC. Fee: \$15.00. Register [here](#).

Wednesday, June 17, 2015, 1:00 p.m. to 4:30 p.m. **Start-Up Essentials**

Attorney Theresa Pickner walks you through the nuts and bolts of starting your own business, including legal entity selection, taxes (sales, use, and payroll), liability protection, registering your trade name, and more. This workshop will help save time and stress by helping you determine which agencies to contact along with the forms you will need, and by providing the information necessary to make key decisions before completing your paperwork. You will receive a packet containing reference materials and forms you will need to get your business started right away. Attendees may also arrange for a private consultation for up to an hour with Theresa Pickner at no extra charge. Location: Boulder Public Library Main Branch, 1001 Arapahoe Avenue in the Arapahoe Room. Fee: \$45.00. Register [here](#).

Wednesday, June 17, 2015, 6:30 p.m. to 8:00 p.m. **Effective Networking – What to do if Your Networking is NOT Working**

This session provides an overview on the framework for building an on-going stream of qualified referrals and strengthening confidence in networking. It is tailored for individuals who:

- Are frustrated with the lack of leads from your groups and organizations
- Are tired of making cold calls
- Are tired of wasting time trying to sell to people who never buy
- Feel uncomfortable in networking situations
- Wish networking delivered more prospects

Participants in this session will walk away with a better understanding of the following effective networking strategies and topics:

- Crafting the ultimate 30-second commercial
- How to Set Smart Networking Goals
- Prepare Your Foundation
- Define Your Target Market
- The importance of Emotionally Engaging People When You Network
- What it truly Means to Be Interesting & Interested
- How to Design Your Referral System
- The Importance of Following Up: Consistently and Constantly
- How to Be Accountable To Your Networking Program.

Location: North Metro Denver SBDC. Fee: \$15.00. Register [here](#).

Wednesday, June 17, 2015, 6:30 p.m. to 8:00 p.m. **Social Media Made Simple**

Learn how to effectively market your business with social media without wasting your precious time. You will learn to:

- Take a look at some of the most popular social media networks – Facebook, Twitter, LinkedIn, Pinterest, Instagram and Google+ – and learn why each one might be right for your organization
- Save time by learning from common social media mistakes
- Find out what works from case studies with local small businesses
- Learn what you can do next if you're interested in getting started with social media marketing – including some simple ideas for figuring out what to say and some “do's and don'ts” of social media.

Location: North Metro Denver SBDC. Fee: \$15.00. Register [here](#).

Thursday, June 18, 2015, 6:00 p.m. to 8:30 p.m. **An Introduction to Twitter for Small Businesses**

With people wanting information instantly you want to know how to provide accurate, timely and relevant information to your audience. You will learn:

- how to listen to your audience along with what to listen for
- how to engage your audience.
- how to respond, react and retweet to amplify your impact
- how to measure that impact and know if your efforts are working . using past case studies some examples of best practices and what to avoid
- how to integrate Twitter into your business.

Location: North Metro Denver SBDC. Fee: \$15.00. Register [here](#).

Special 3 Session Workshop – Sign up for all 3 or individual sessions:  
**Export-Import Workshop Series**

Learn the “ins & outs” of exporting – what is involved for each shipment: the necessary export documentation, U.S. export requirements, how to prepare a Proforma Invoice, foreign country requirements, labeling, packing, & shipping requirements, etc. These workshops are a must for people involved in all areas of export sales, import sales, contract negotiations, documentation preparation, purchasing, order fulfillment and quoting, shipping, forwarding & transportation, credit & finance, logistics, legal, insurance & consulting. This series is for both the novice as well as the experienced exporter wanting to learn more about what is involved with an international transaction.

- Monday, June 22, 2015, 1:00 p.m. to 4:30 p.m. **Export Documentation, Shipping, Insurance Carnets, and Incoterms.** Industry experts provide an in-depth review and real-world examples on the following topics:
  - Export Documentation required for every export shipment (i.e. commercial invoices, packing lists, certificates of origin, free sale certificates, etc.)
  - Unusual types of documentation that MAY be required
  - Schedule “B” Numbers and AES reporting
  - Information on the shipment of the goods (different types of shipping, regulations, shortcuts, etc.)
  - Marine Cargo Insurance (why it’s necessary and the different types available)
  - Carnets – what they are and how they are used in International Trade (for shipment of loaner and demo equipment, plus equipment for Trade Shows); how to use them to your benefit
  - Incoterms – International Commercial Terms of Sale (i.e. Ex-Works, FOB, etc.) – a brief review will ensure that your company thoroughly understands them. Also covered is the domestic use of Incoterms.
- Tuesday, June 23, 2015, 8:00 a.m. to Noon. **Export Regulations & Compliance.** Understanding export compliance helps you identify your obligations under the Bureau of Industry & Security (BIS), Export Administration Regulations (EAR) and International Traffic and Arms Regulations (ITAR) to better understand how to mitigate risk through the development of an Export Management Compliance Program (EMCP).
  - This course helps you understand the risk and repercussions of violating the EAR and ITAR.
  - Discover which U.S. agencies control your shipments.
  - Learn about licensing requirements, deemed exports, etc.
  - Understand how the Foreign Corrupt Practices Act may impact how you do business overseas.
  - This course covers what the U.S. Government considers an “export” and the different methods of exporting – this may surprise you.
- Tuesday, June 23, 2015, 1:00 p.m. to 4:30 p.m. **International Payment Methods.** This workshop will cover the basics of international payment methods including:
  - Cash in Advance
  - Open Account (including insured receivables and financing international orders)
  - Trade Finance (EXIM and SBA financing)
  - Documentary Collections (Cash Against Documents, Sight Drafts, Time Drafts)
  - Foreign Exchange (an understanding of how FX works and when it is advantageous to buy or sell in a foreign currency)
  - Letters of Credit Fundamentals (provides a basic understanding of letters of credit and how they help secure your payments)

Location: Boulder SBDC – Longmont Satellite. Fee: \$120.00 for all 3 sessions, or \$45/session. Register [here](#) for all 3 sessions; Session 1 [here](#); Session 2 [here](#), and Session 3 [here](#).

Wednesday, June 24, 2015 9:00 AM to 12:00 PM **How to Price Your Time**

This workshop is geared towards service businesses: anyone who sells time, not a product - consultants, coaches, freelancers, speakers, therapists, trainers, gurus, soothsayers, etc. "Charge what you're worth" is good advice. Knowing what to charge for your services? That's Priceless! What this Session Covers: The Big C's - Calculations: costs, compensation, clock time. Competition: determining who your competition really is. Circumstances: yours, your target market's, your clients. Contingencies: project type, engagement type, client type, timing, cash flow. Cycle of Pricing: confirm, consider, calculate, cycle. What you should bring: laptop and/or calculator and nimble fingers, scratch paper, writing implements. You will receive handouts containing

reference materials and forms you will use again and again. Attendees may also arrange for a private consultation for up to an hour with Diana Royce Smith at no extra charge. Location: Boulder Public Library Canyon Room (North Entrance). Location: Boulder SBDC Fee: \$ 45.00  
Register [here](#).

Thursday, June 25, 2015 9:00 AM to 12:00 PM **Buying or Selling a Business**

This seminar covers the fundamentals of the business acquisition process and is geared to both buyers and sellers. The elements of a business sale, including business valuation, financing and due diligence will all be covered in this fast-paced event. Concepts that attendees will learn: • Elements of a business sale • Business valuation • Financial recasting • Business financing • Value drivers • Reasons to buy or sell a business What will attendees take away? • Pragmatic tips for buying and selling a business • Strategies to improve business value • Business valuation calculator • Strategies to finance a business Who should attend? • Business owners anticipating a sale within 5 years • Business owners looking to expand via acquisition • Individuals contemplating business ownership. Location: Boulder SBDC Fee: \$ 45.00  
Register [here](#).

Thursday, June 25, 2015 6:00 PM to 7:30 PM **Erie: Business Start Up Orientation**

How to Start a Business in Colorado. This free comprehensive Business Start-up orientation has been designed to be a starting place for anyone who is considering jumping into business for the first time (or the second time with a better outcome). This seminar will provide you with a Colorado Start-Up Guide, free library resources to support your business and websites, as well as a general overview of the things to consider when starting a business. During this workshop, you'll learn about... • Business Licensing Requirements • Business Taxes You Are Required To Pay • Legal Forms of Organization • Components of a Business Plan • Marketing essentials • Management requirements • Financial Planning • Funding Your Business • Putting a Business Plan Together • Launching Your Business  
Speaker: Jesse Esparaza, SBDC Consultant  
Location: East Colorado SBDC - Erie Satellite  
Register [here](#).

Friday, June 26, 2015, 9:00 a.m. to 4:00 p.m. **BizModel Workshop – Strategic Planning for Business Development and Growth**

Forget Business Plans! The business planning method for the 21st Century is more practical and effective in not only starting a business but in growing a business through the different stages of business growth. A business model describes the value an organization offers to its customers. It illustrates the capabilities and resources required to create, market and deliver this value, and to generate profitable, sustainable revenue streams. The BIZMODEL Workshop offers systematic methodologies of business development strategies to deliver value and innovation to business planning offering a new perspective on business strategy using a business model template which will help you: 1. Identify your true business model and niche 2. Identify your real customer segments 3. Focus on the big picture (lowering the planning risk) 4. Reach beyond existing demand to show the scalability of the business 5. Develop the strategic sequence for the business 6. Identify key organizational hurdles 7. Build execution into the strategy How to structure the business to insure future growth using a reproducible manner, leading to opportunity while minimizing risk To help ensure the business model can be implemented in a way that it supports a viable business each participant will be given a follow up appointment to complete a business model that can be implemented/or presented to a lending institution. A light continental

breakfast and light lunch will be served. Location: North Metro Denver SBDC – Brighton Satellite. Fee: \$35.00. Register [here](#).

Tuesday, June 30, 2015 9:00 AM to 11:00 AM **HR Basics: Documents You Need to Keep from Start to Finish in the Employee Life Cycle**

This workshop covers basics of human resources. We will review all the forms and documents it is necessary for every employer to complete and maintain from new hire until an employee's departure. You will also learn some basic policies and procedures to ensure that you, as an employer, are maintaining an effective records procedure, what should and should not be kept in employee files, and what to include in an employee guide. Finally, we will talk about the ending of employment, what records you will want to keep, and what notices should be provided to the departing employee.

Location: Boulder SBDC

Fee: \$ 40.00

Register [here](#).

## July, 2015

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Wednesday, July 08, 2015 6:30 PM to 8:30 PM **CPR for Your Management Team**

Are your employees not meeting your expectations? Are there behaviors you want them to change, but they continue to do what they always have done? Maybe you need to resuscitate them. CPR for Your Management Team teaches the simple steps you need to follow to improve employees' performance. In this seminar you will learn how to discuss your expectations, hold your employees accountable for getting the job done and leave with easy-to-use, proven strategies to bring your employees to their peak performance. Location: North Metro Denver SBDC. Fee: \$ 15.00. Register [here](#).

Thursday, July 09, 2015 6:30 PM to 8:30 PM **Hiring and Handling Employee Issues as a Small Business Owner**

Starting a business is hard work, but keeping it running after your initial success can be even harder. One of the oft-overlooked areas that can turn your dream into a nightmare is knowing the rules and requirements for hiring and managing employees as your business expands. While most businesses know that employee relations are integral to managing your new workforce – even a workforce of one – many business owners are unaware of the numerous state and federal regulations that impose some very important (and often unforgiving) record-keeping, pay practice, and other regulatory requirements on businesses that have employees. Learn about proper hiring practices, why an employee handbook is necessary, what to do about bad hires and hear actual cases where mistakes were made and the consequences

Speaker: Dan Perkins

Location: North Metro Denver SBDC

Approximately 13 miles away from zip code 80516

Fee: \$ 15.00

Register [here](#).

Thursday, July 09, 2015 3:30 PM to 5:00 PM **Business Resource Panel**

Interested in starting your own business or growing the one you've got? The City of Boulder, the Boulder Small Business Development Center, the Boulder Independent Business Alliance, and the Boulder Chamber of Commerce are hosting an event to provide information about small business resources on the second Thursday of each month in the Boulder Creek Room in the Main Library from 3:30-5pm. The session is free and open to the public. Speakers from the city and business community will touch on topics including financial incentives, licensing, sales and use taxes, library resources, and small business support services provided locally. For more information about the session, contact Eladia Rivera, Reference Librarian at 303-441-3194 or [riverae@boulderlibrary.org](mailto:riverae@boulderlibrary.org)  
Location: Boulder SBDC

**Monday, July 13, 2015 6:30 PM to 8:00 PM **Build Your Own Marketing Toolkit****

Many small businesses and organizations find themselves seeking the right strategies to make their marketing efforts as effective as possible. But with so many different marketing activities that they could focus on, they often miss some of the important marketing concepts that will help them understand why those activities are so important. This presentation is designed to uncover some of those core concepts and show that a little bit of marketing knowledge can go a long way. Attendees of this presentation will learn: • What marketing really is (and isn't). • How marketing has changed in ways that benefit small businesses. • The importance of setting goals and objectives for your marketing efforts. • The 4 Pillars of Marketing Success – a framework that shows how different marketing activities all fit together, and will help small businesses reflect on their own marketing program. • It's ok to start small, to start where you already are. Join us and start to build a foundation marketing knowledge, from which you can build more and more effective campaigns to help your business or organization grow. Intended Audience: The content is targeted at the beginner- to comfortable small-business marketer who is looking to build their marketing knowledge, or to reinforce what it is they already know. Location: North Metro Denver SBDC. Fee: \$ 15.00

Register [here](#).

**Tuesday, July 14, 2015 6:00 PM to 9:00 PM **Video Marketing****

Are you struggling to stand out from your competition in a crowded marketplace? Do you find your existing marketing isn't working as well as you'd like it to? Do you want to convert more prospects into customers? If any of these concerns apply to you, video marketing might be the answer. Video Marketing for Business is an introductory class that will teach you the basics of video marketing for your business. This means you will walk away with a toolbox of tips and tricks to get in front of more prospects and convert them into customers. In this course, the following topics will be covered: . What is video marketing and what it is not . Why does video marketing work so well . Examples of ways to use video marketing in your business to help you start off on the right track . What makes a good video and what makes a bad video . Lastly, we will actually create a script, record a video, and upload it to YouTube (yep, right in class) Location: North Metro Denver SBDC. Fee: \$ 15.00  
Register [here](#).

**Wednesday, July 15, 2015 1:00 PM to 4:30 PM **Start-Up Essentials****

Attorney Theresa Pickner walks you through the nuts and bolts of starting your own business, including legal entity selection, taxes (sales, use, and payroll), liability protection, registering your trade name, and more. This

workshop will help save time and stress by helping you determine which agencies to contact along with the forms you will need, and by providing the information necessary to make key decisions before completing your paperwork. You will receive a packet containing reference materials and forms you will need to get your business started right away. Attendees may also arrange for a private consultation for up to an hour with Theresa Pickner at no extra charge. Location: Boulder Public Library Main Branch, 1001 Arapahoe Avenue in the Arapahoe Room. Location: Boulder SBDC. Fee: \$ 45.00

Register [here](#).

Wednesday, July 15, 2015 6:00 PM to 8:00 PM **Maximize LinkedIn**

So, you're LinkedIn with 200, 300 or over 500 connections. You're using it as an effective research and social media tool, but asking yourself, "How do I use it as a PROACTIVE (NOT PASSIVE) prospecting tool, to actually set appointments with my target prospects that I don't know yet, but would like to meet?" And... "How can I use LinkedIn to get more referrals and introductions from my existing clients?" This curriculum is designed to show you not only how to utilize LinkedIn as a powerful, proactive prospecting tool, but also as a way to get introductions to hard-to-reach decision makers and actually set appointments with new prospects in your calendar each week. This training is NOT centered on how to use LinkedIn as a marketing or social media tool, although that may be a secondary by-product of your implementation. When you think about LinkedIn as part of your prospecting plan, are you: Uncertain how to effectively use LinkedIn to prospect Tired of wasting time looking at "people you may know"? Unsure about the best way to ask for introductions to your connections' connections? After this interactive session you'll leave with: A thorough understanding of how to improve your LinkedIn profile to maximize your prospecting A system for prospecting on LinkedIn with a major time commitment A process for getting results from your introduction requests This training is for: Leaders and business development professionals who don't actively prospect on LinkedIn People who see value in building a B2B sphere of influence Active networkers that do business with strategic referral partners Professionals in a referral-driven business focused on increasing their weekly & monthly number of introductions Young professionals looking to grow their network Not-so-young professionals who have yet to embrace social media.

Location: North Metro Denver SBDC. Fee: \$ 15.00

Register [here](#).

Thursday, July 16, 2015 6:30 PM to 8:30 PM **Utilizing Facebook for Small Businesses**

Every social media platform is different as to how you inform current clients and engage new ones. Creating a social strategy will ensure you create the best impact for your business. Join us to learn how to define your goals and metrics. Learn the steps you can take regularly to reach those goals and best practices for execution. What do all of those numbers mean? You will also learn how to use analytics to decide what is working for your business. Location: North Metro Denver SBDC Fee: \$ 15.00

Location: North Metro Denver SBDC Fee: \$ 15.00

Register [here](#).

Monday, July 20, 2015 6:30 PM to 8:30 PM **Instagram-Content is King, but Pictures Wear the Pants**

How to use Instagram to grow your audience and market your business. Learn how to set up an account, create and post visually engaging content, create boards, repin additional, relevant content, and optimize content for

your audience to create quality engagement and third-party advocates. Location: North Metro Denver SBDC.

Fee: \$ 15.00

Register [here](#).

Tuesday, July 21, 2015 6:30 PM to 8:00 PM **Social Media Made Simple**

Learn how to effectively market your business with social media without wasting your precious time. You will learn to: - Take a look at some of the most popular social media networks – Facebook, Twitter, LinkedIn, Pinterest, Instagram and Google+ – and learn why each one might be right for your organization - Save time by learning from common social media mistakes - Find out what works from case studies with local small businesses - Learn what you can do next if you're interested in getting started with social media marketing – including some simple ideas for figuring out what to say and some “do’s and don’ts” of social media.

Location: North Metro Denver SBDC. Fee: \$ 15.00

Register [here](#).

Wednesday, July 22, 2015 6:00 PM to 9:00 PM **Branding: What Really Matters for a Small Business**

This workshop will help you discover your core strengths and key differentiation that will make you stand out from your competition. The goal is that you will walk away with a clear unique selling proposition. Your marketing & sales message must effectively answer the following four questions: Why should I read or listen to you? Why should I believe what you have to say? Why should I do anything about what you're offering? Why should I act now? The way to discover what the reality is for your business is to identify your competitive advantage. This is done with the 4P framework. People—Problem—Process--Passion Once key advantages are identified you can then implement an ACES marketing plan that can be used via whatever medium is best utilized to reach your target audience: A- Attract C- Capture E- Engage S- Sell. Location: North Metro Denver SBDC. Fee: \$ 15.00

SBDC. Fee: \$ 15.00

Register [here](#).

Thursday, July 23, 2015 6:00 PM to 8:00 PM **Cash Flow Boot Camp**

Retail is a blend of art and science. As the store owner you understand your customers and what they want: you provide a point of view and a taste level, the ART. The SCIENCE involves understanding how to maximize the merchandise you bring in to support your vision. Inventory control is the best investment you can make for your store; Poor inventory management is the #1 reason retailers fail. And 1/3 of stores that fail are actually profitable but don't have enough cash flow to run the business. We will talk about too much inventory, not enough inventory, gross sales, what percentage most retailers spend on merchandise, and inventory in relation to total assets. This class will walk through the basics of running a retail business and you will come away understanding: The difference between net profit and cash flow The 4 Pillars of Retail How to more accurately forecast your sales What an Open-Buy is and how to create one for your business How to create a cash flow projection. Location: North Metro Denver SBDC. Fee: \$ 15.00

Register [here](#).

Thursday, July 23, 2015 6:30 PM to 8:00 PM **Endless Referrals**

This session will focus on easy-to-adopt behaviors and techniques to attract more new clients and customers to your business through referrals and introductions from your existing customer base as well as strategic partners and prospective clients and customers. People who will benefit from this workshop are: • Business owners who do most of their business from referrals, but are still frustrated that happy customers and clients don't always share referrals with them. • Successful entrepreneurs who recognize the importance of referrals in their business but are a bit uncomfortable ASKING their happy clients and customers for referrals. • Small business owners who have a SOLID business – spend quite a bit of time and money on marketing – but believe their referral engine could be even more ON-PURPOSE and effective. Workshop participants will come away from the workshop with: • A changed mindset on how to ask for referrals and actually get them • Personalized lessons learned on an individual's barriers to getting referrals and effective means of vaporizing those barriers • Important rules on giving and receiving referrals such as "Emerson's Law of Compensation," how to train customers and prospects how to share qualified hot referrals and non-traditional ways to mine referrals. Location: North Metro Denver SBDC Fee: \$ 15.00

Register [here](#).

#### Friday, July 24, 2015 9:00 AM to 4:00 PM **Biz Start-up Academy**

Today more people are starting their own business for many reasons; downsizing where they worked for many years; following a lifelong dream; freedom, etc. This all day workshop will get you in motion. Our facilitators will walk you through the steps in one day: 1. What's in a Name 2. Determine a Legal Structure 3. Register your business name. Check the Secretary of State Business data base to see if it is available. 4. Get an FEIN (Federal Employee Identification Number). 5. Get a business license. 6. Doing Business with your municipality 7. Understanding Federal State, county and city tax requirements. 8. Understand how to obtain a business bank account. 9. Set up a simple accounting spreadsheet. 10. Identify your customer segments and revenue streams 11. Meet with counselors to get questions answered and set up a follow up appointment. This one day training will take a few hours but in the end you will have a better understanding of how to start and run your business and all the confusion surrounding licensing and legal requirements will be behind you. What is more you will be an entrepreneur with a network of advisers and documents to get you off on the right foot. Location: North Metro Denver SBDC - Brighton Satellite. Fee: \$ 35.00

Register [here](#).

#### Monday, July 27, 2015 6:00 PM to 8:30 PM **An Introduction to Twitter for Small Businesses**

With people wanting information instantly you want to know how to provide accurate, timely and relevant information to your audience. You will learn: • how to listen to your audience along with what to listen for • how to engage your audience. • how to respond, react and retweet to amplify your impact • how to measure that impact and know if your efforts are working . using past case studies some examples of best practices and what to avoid • how to integrate Twitter into your business. Location: North Metro Denver SBDC. Fee: \$ 15.00

Register [here](#).

#### Tuesday, July 28, 2015 6:30 PM to 8:00 PM **The Power of Email Marketing**

Email is the most cost-effective, targeted, trackable, and efficient way to build and maintain relationships in all types of business and organizations. Learn how to master email marketing communications with a

comprehensive look at best practices and winning strategies that lead to increased profits, revenue and engagement. You will learn to: ? Grow your email marketing list to build strong relationships with your customers ? Generate repeat business + referrals without spending a ton of time or money ? Integrate email marketing with social media to gain tons of exposure ? Not bother people by following spam compliance best practices ? Measure, analyze, and continually improve your email marketing with analytics. Location: North Metro Denver SBDC. Fee: \$ 15.00

Register [here](#).

Wednesday, July 29, 2015 6:30 PM to 8:30 PM **Negotiation with the Savvy Buyer**

Have you ever come out of a negotiation with a buyer and felt like they got everything they wanted and you got nothing? Buyers negotiate everything from time of delivery to cost to the scope of the project. And they're good at it! Negotiation has become a way of life. Why? Because everyone is negotiating. Business owners negotiate projects, projections, and deadlines with department heads and managers. Sales managers negotiate sales quotas, territory assignments, and performance incentives with their sales teams. Salespeople negotiate price, terms, and purchase incentives with savvy buyers who are always looking for a better deal. Negotiating is a vital skill for business success. Gain tools from Sandler Training, to confidently enter into negotiations as well as learn techniques to better understand the other point of view, how to skillfully influence the situation and effectively orchestrate true win-win outcomes. • Participants in this session will walk away with a better understanding of the following pitfalls of negotiation and how to avoid them: • Failing to recognize and deal with a player • Weak pre-negotiation positioning • Making unilateral concessions • Talking too much • Losing control of your emotions • Entering negotiations unprepared • Thinking that money is the real issue Location: North Metro Denver SBDC. Fee: \$ 15.00

Register [here](#).

Thursday, July 30, 2015 6:30 PM to 8:30 PM **Pinterest- Pinning for Profit**

How to use Pinterest to generate leads and increase website traffic for your business. Learn how to set up an account, post to Instagram and share onto multiple platforms, and how to optimize your content to increase followers. Location: North Metro Denver SBDC. Fee: \$ 15.00

Register [here](#).

*Updated 6/2/15*

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#### ONLINE WEBINARS AND RESOURCES MATERIALS:

East Colorado SBDC Free E-Learning Videos <http://www.eastcoloradosbdc.com/training/free-elearning-videos>

Highplains Library <http://highplains.libguides.com/business>

SBA Learning Center Online Training & Videos <https://www.sba.gov/tools/sba-learning-center/search/training>

**CLASS LOCATIONS:**

Boulder SBDC	Bolder Library, Main Branch, 1001 Arapahoe Avenue, North Wing-Canyon Entrance, Boulder, CO 80302
Boulder SBDC - Longmont Satellite	Longmont Area Chamber of Commerce, 528 Main St. Ste. A, Longmont, CO 80501
East Colorado SBDC – Erie Satellite	Classes at Erie Community Library, 400 Powers Street, Erie, CO 80516 Consulting at Erie Chamber of Commerce 235 Wells Street, Erie, CO 80516
East Central Colorado SBDC – Firestone Satellite	Classes at Carbon Valley Library, 7 Park Avenue, Firestone, CO 80504 Consulting at Carbon Valley Chamber, 8308 Colorado Blvd. Firestone, CO 80504
East Central Colorado SBDC – Fort Lupton Satellite	Fort Lupton Chamber of Commerce, 321 Denver Ave., Fort Lupton, CO 80621
East Colorado SBDC – Mead Satellite	East Colorado Bank, 141 Main Street, Mead, CO 80524
East Colorado SBDC – Windsor Chamber of Commerce Satellite	Windsor Chamber of Commerce, 421 Main Street, Windsor, CO 80550
North Metro Denver SBDC	Front Range Community College, 3645 W. 112 <sup>th</sup> Ave. Room C1220, Westminster, CO 80030 (Inside Entrance 3 on Southeast side of campus)
North Metro Denver SBDC - Brighton Satellite	Historic Brighton City Hall, 22 S. 4 <sup>th</sup> Ave. #305, Brighton, CO 80601
North Metro Denver SBDC - Broomfield Satellite	Broomfield Business Resource Center, 2095 W. Sixth Ave., Ste. 109, Broomfield, CO 80020

Note: Some classes may be held at other locations, review registration for exact location/room.