

FALL Workshops

Business Workshops To Give You a Competitive Edge.

Workshops will be held in September and October. Each workshop will consist of 3 meetings in the evenings at the SEED Center beginning at 6 p.m. Exact dates will be announced later.

RSVP to awallace@allianceswla.org or (337) 433-0977.
Classes are \$10 each or \$25 for All Three - *SEBD Participant Rate: \$0**
Class sizes may be limited to ensure maximum instructor engagement.

WORKSHOP #1: Accounting and Financial Management

Accounting Basics

- Participants will be introduced to a basic understanding of accounting principles

Strategic Planning and Financial Statements Analysis

- Participants will learn how to incorporate their current financial position and goals into their strategic planning process

Financial Management and understanding different business transactions.

- Participants will learn the different business transactions that a small business owner will encounter on a daily basis, so they are properly prepared for B2B, B2C and tax related transactions (not actual tax filing).

10 hour training in 3 class sessions, including 1 hour of one-on-one counseling.

WORKSHOP #2: Small Business Marketing Accelerator Workshop Series

Ramp up your small business marketing by attending this practical hands-on workshop series will cover:

- Business Branding Accelerator
- Digital Presence Accelerator
- Strategic Marketing Plan Accelerator

- At the end of this series, each participant will have the tools and a basic understanding of marketing a business,
- a 1-year calendar of events for their business' strategic marketing plan,
- and will receive a complimentary one-on one 15-minute marketing consultation in reference to their marketing business goals. Certificate will be earned after completion of all 3 workshops.

10 hours training in 3 class sessions.

WORKSHOP #3: Building a Small Business Website

Small business owners may not have the budget to have a professionally prepared website created. This provides them the opportunity and skill set to create their own at minimal cost. Topics:

- Planning Design, securing your domain name and setting up an account
- Content creation, website development
- Improving copy, testing, refining and going live. At the end of the series, each participant will have hands-on experience in creating a finished website and the ability to customize it as their business grows.

12 hours training in 3 class sessions.

***Non-SEBD Businesses can get certified at www.ledsmallbiz.com.**

For more information on the SEBD program, visit www.opportunitylouisiana.com/SEBD



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