



Small Business is Our Business

Writing a Business Plan

Wednesday, April 14, 2010

6:30PM-8:30PM

Designed for individuals who want to increase their chances for successful self-employment, or business launch, this course covers business planning in detail. Specifics of marketing, finance, legal, regulatory issues, operations, information based planning and management are key components of this workshop. The first steps for creating a business plan draft will be included. Live examples of effective business plans are used as course material.

Presenter: Kellie Hanford, Certified Business Consultant

How to Finance Your Business

Wednesday, April 21, 2010

6:30PM-8:30PM

Whether starting, expanding, or redirecting a business, funding will probably be required. This seminar will review various funding sources and provide an overview of what's required to get that funding.

Presenter: Tom Donaldson, Regional Director

Marketing Your Business

Wednesday, April 28, 2010

6:30PM-8:30PM

This course presents practical applications of marketing concepts designed to grow small businesses. It covers basic marketing tools including market analysis and research, target marketing, assessing competitors, and key marketing implementation tools. A strategic, well planned approach to marketing is demonstrated, with several examples of effective hands-on marketing techniques. Focus is on the business's customers – creating and keeping them

Presenter: Gordon Ferguson, Senior Business Consultant

To register call 517-483-1921 or visit www.misbtdc.org/training

Search by County.

**Location: Belding Brothers Café
105 Main St. (corner of Bridge & Main)
Belding, MI 48809**

OR City of Belding 616-794-1900 ext. 210



Funded in part through a cooperative agreement with the U.S. Small Business Administration.

MICHIGAN SMALL BUSINESS & TECHNOLOGY CENTER

SMALL BUSINESS SEMINARS

The following Small Business Seminars are being provided by the City of Belding and the Belding Downtown Development Authority:

April 14, 2010 – 6:30 p.m. to 8:30 p.m.

Fundamentals of Writing a Business Plan

Designed for individuals who want to increase their chances for successful self-employment, or business launch, this course covers business planning in detail. Specifics of marketing, finance, legal, regulatory issues, operations, information based planning and management are key components of this workshop. The first steps for creating a business plan draft will be included. Live examples of effective business plans are used as course material.

Speaker: Kellie Hanford, Certified Business Consultant

April 21, 2010 – 6:30 p.m. to 8:30 p.m.

Fundamentals of How to Finance Your Business

Whether starting, expanding, or redirecting a business, funding will probably be required. This seminar will review various funding sources and provide an overview of what is required to get that funding.

Speaker: Tom Donaldson, Regional Director

April 28, 2010 – 6:30 p.m. to 8:30 p.m.

Fundamentals of Marketing Your Business

This course presents practical applications of marketing concepts designed to grow small businesses. It covers basic marketing tools including market analysis and research, target

MI-SBTDC Small Business Seminars
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marketing, assessing competitors, and key marketing implementation tools. A strategic, well planned approach to marketing is demonstrated, with several examples of effective hands-on marketing techniques. Focus is on the business's customers – creating and keeping them.

Speaker: Gordon Ferguson, Senior Business Consultant

All classes are FREE.

Attendees MUST REGISTER prior to the classes:

Call City of Belding: 616-794-1900 extension 210, Kareen Thomas

Or

Michigan Small Business & Technology Center
517-483-1921

Or

Email the Michigan Small Business & Technology Center at:

www.misbtdc.org

All classes will be held at the Belding Brothers Café in Belding in the large meeting room, 105 Main St., at Bridge and Main St. downtown Belding. Facilities provided for the seminars by Mr. Jon McGowen, owner Belding Brothers Café.