

2009 Jump Start Your Business

May 18 - 21, 2009



FREE Workshops

Jump Start Your Business

is a series of workshops designed to help start-up and existing small business owners improve the bottom line.

Take advantage of the expertise shared by business professionals who will teach on a wide variety of topics.

FREE seminars unless otherwise noted.

*** Note special registration instructions for workshop held on May 20.*

Workshop Location

SBA Education and Training Center
2401 Fourth Avenue
Suite 450
Seattle, WA 98121

IT'S EASY TO REGISTER!

- **Pre-registration required**
- **E-mail to:**
workshops@sba.gov
(Type workshops in the subject line)
Include your name, phone number and workshop number.
- **Or Call to:**
206-553-7064
Leave a message that includes your name, phone number and workshop number.
- Space is limited to first 40 attendees for each session - register early.
- **Registration is on a first-come, first-serve basis.**

www.sba.gov/wa

Monday, May 18

M5181 — Starting a New Business — Is now the right time? — 8:30 am to 10:00 am

Learn about the key considerations in making that decision and an overview of the most important first step...preparing a Business Plan.

Presenter: Larry Spelhaug, SCORE—Counselors to America's Small Business

M5182 — How Does a Small Business Survive in this Current Environment? — 10:30 am to Noon

Small business owner face challenges every day. This has been exacerbated by the current economic environment. Review the key factors and actions important to successfully survive in today's business scene.

Presenter: Ed Milan, SCORE—Counselors to America's Small Business

M5183 — Business Law Essentials — 1:00 pm to 2:30 pm

Learn how to register a trade name, negotiate a lease, put agreements in writing, select a legal structure, and find the right lawyer. This class does not constitute legal advice but will provide you with a basic understanding of legal issues facing small business ownership.

Presenter: Teresa Daggett, Quantum Law, PLLC

Tuesday, May 19

M5191 — Public Relations - How to Get Noticed — 8:00 am to 9:30 am

Using public relations in your communications mix is a very effective small business marketing tool. Learn how to boost your brand and increase awareness of your products and services by leveraging the power of the media. By making your small business newsworthy, you can receive positive press mentions about your firm in local, trade and national publications. Media coverage will enhance your credibility and visibility. Participants will gain insights about what is considered newsworthy, about proper formatting guidelines for submitting press releases, and the best methods for ensuring news coverage.

Presenter: Dennis Noland, Shiftpoint Strategies

M5192 — Risks and Rewards of Social Media — 10:00 am to 11:30 am

Social media can help build your reputation, drive traffic to your site, and may get you new business. But these open-ended, online conversations can expose your brand to hard-to-control, damaging commentary. Learn how to take advantage of the benefits while protecting your business from unnecessary risk.

Presenters: Robbin Block, Blockbeta Marketing and Anne Sterba, Rothwell Figg, Ernst & Manbeck

M5193 — Wrangling New Profits from Existing Assets — 1:00 pm to 2:00 pm

In challenging economic times, businesses have to rethink how they're doing business. How does a growing business remain nimble when financing and resources are scarce? Learn ways to leverage assets you already own and repurpose them to find new ways to address a changing economy. This interactive session is designed to generate ideas and solid strategies for businesses who want to make a change in direction.

Presenter: Tracy Corley, TsuluWerks Inc

Wednesday, May 20

M5201 — 7 Subtle Sales Strategies — 8:30 am to 9:30 am

Learn how to put a twist on traditional sales. Identify your customers' challenges and be part of the solution. Create opportunities by maximizing your existing connections and grabbing the attention of new customers. Get innovative strategies on everything from word of mouth to cold calling.

Presenter: Whitney Keyes, Whitney Keyes Productions LLC

M5202 — Building & Marketing Your Service Business — Selling the Intangible — 10:00 am to 11:30 am

You know your services are valuable but how do you convince everyone else in this economy? Learn how to put a price on what your service is worth (by the hour or on a project basis) and identify your potential customers.

Presenter: Nancy J. Wagner, Cut to the Chase Marketing

**** SCORE Workshop — Marketing 101 — Noon to 4:00 pm — Session cost is \$45 per person**

For more information and to register go online to www.seattlescore.org

Presented by SCORE, Counselors to America's Small Business

Thursday, May 21

M5211 — Understanding Cash Flow and Profit Improvement — 8:30 am to 10:00 am

Back to basics. It's necessary for every business owner to really plan and manage their cash flow, regardless of the economy. Have you ever heard yourself or someone else say, "I'm showing a profit but why don't I have any cash?" Having a plan that is used and meaningful to your business creates long-term sustainability. This workshop will help you understand the relationship between cash and profit and how you can plan to have both.

Presenter: Audrey Godwin, The Godwin Group

M5212 — The Business Plan—Financial Forecasting — 10:30 am to 12:00 pm

Use your financial data to build a fact-based business plan. Successful companies use formal plans to judge performance and assist in making decisions. Learn simple, proven techniques to forecast sales, expenses, profits and cash flow. A plan is a great tool for negotiating with lenders. High-level accounting skills are NOT needed to make effective financial forecasts. The seminar uses simple case studies so you can follow the process in detail.

Presenter: Cebe Wallace, SCORE—Counselors to America's Small Business