



BREAK INTO BUSINESS WORKSHOP SERIES

If you are interested in starting your own business, or want to grow your existing one, our Break Into Business Workshop Series can give you the tools you need... Start planning for the future of your business today!



**Social Media Small Business Boot Camp (Technology and Your Business)
+ the Small Business Internship Program Dec. 08/09 6:30 - 9:30 pm**

Presented by: Melissa Schenk of ms2productions and A Channel weather announcer

Social media tools are making a significant impact on how businesses connect with customers and with each other. In the same way that Facebook has become a new way for friends to communicate within their social networks, now businesses are using LinkedIn as a way to network with other business people with similar interests or products and services. Discover the impact of technology on your business and how to use it to its best advantage. Learn about making the most effective use of social networking tools, websites, and site linking. Gain insight in to how to ensure your business gets the web attention it deserves.

At the same time, learn how to take advantage of the Small Business Internship Program (SBIP); a grant that can pay up to 75% of the cost of hiring an intern who will improve your ecommerce productivity and competitiveness.

The 4 P's of Marketing – Product, Price, Promotion and Place Jan. 13/10 6:30 - 9:30 pm

Learn how to manage the 4 components of marketing both for business planning and in the reality of the marketplace. Discover how knowing that you have the right product, at the right price, in the right place, aimed at the right customers makes all the difference in the world.

The Fifth 'P', Managing the PEOPLE in your Business Feb. 10/10 6:30 - 9:30 pm

Learn how to maximize the productivity of your staff while ensuring that they are getting maximum job satisfaction. Understand why and how to develop job descriptions, wage levels, performance reviews and other important H.R. tools. Learn how to manage relationships with business professionals and suppliers who play a critical role in the success of your business. Also get to know and understand the government regulations that apply to your business.

Creating Your Financial Plan Mar. 24/10 6:30 - 9:30 pm

Creating a financial plan and understanding it is crucial to your business success. In this session, find out about sources of financing and collateral used to secure commercial loans; how to budget properly; develop and maintain cash flows and prepare financial projections. Learn what steps to take when things are going wrong and what do when they are going right!

Only \$15.00 per Workshop



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To register, complete the attached registration form and return by mail or fax to (519) 641-6288.

REGISTRATION FORM - BUSINESS PLAN WORKSHOP SERIES

Name: _____ Business: _____

Address: _____

Tel: _____ Email: _____

- Technology and Your Business** Dec. 08/09
- The 4 P's of Marketing – Product, Price, Promotion and Place** Jan. 13/10
- The 5th 'P', Managing the PEOPLE in Your Business** Feb. 10/10
- Creating Your Financial Plan** Mar. 24/10

Amount: \$15 per session \$15 x ____ session(s) = \$ ____

Method of Payment: MasterCard Visa Cheque (Payable to: CFDC of Middlesex County)

Card #: _____ Exp. Date: _____

Name on card: _____ Signature: _____

Seating is limited so, please register in advance. Fees are payable in advance and non-refundable.

Information/registration form also available online at www.thebusinesshelpcentre.ca