

# WBC CLASS SCHEDULE

*Pre-Registration is required for all the classes!*



**Business Center Orientation-1 Hr.**      **Tuesdays**      **Mornings (AM) 10:00 am – 11:00 am**  
**Evenings (PM) 5:30 pm – 6:30 pm**

**Sessions offered:**

|             |             |
|-------------|-------------|
| 04-01-08 AM | 04-15-08 PM |
| 04-29-08 AM | 05-13-08 PM |
| 05-27-08 AM | 06-10-08 PM |
| 06-24-08 AM | 07-08-08 PM |

*Want to start a small business; but don't know where to begin? Learn what we offer at the business center in training, business consultation, financing, and networking support! Discover what lenders need from you for business loan application. Get a complimentary consultation so that we can assess your business needs.*

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## Start-up Businesses: Main Course Offerings

**BUSINESS START UP BASICS**      2.5 hrs.      **Wednesdays**      **Fee: \$25- Non-members**  
**Mornings (AM) 10:00 AM – 12:30 PM OR Evenings (PM) 5:30 pm – 8:00 pm**      **\$20- Members**

**MANDATORY FOR NEW CLIENTS**

**Class offered**

|             |             |
|-------------|-------------|
| 04-09-08 AM | 04-23-08 PM |
| 05-07-08 AM | 05-21-08 PM |
| 06-04-08 AM | 06-18-08 PM |

Get an overview of what it takes to start a business and what challenges do the small business owners face. Learn about our loan programs; the basics of ownership structure; business plan; market research; competition analysis; and financial plan. Get answers to questions like: what is a business plan, & why do we need one? Join other entrepreneurs to explore the basics and hear from experiences of existing business owners.

**BUSINESS PLANNING COURSE**      20 Hrs. 8 Weeks      **Fee: \$150- Non-Members**  
**\$125- Members**

**Thursdays 04-17-08 to 06-05-08 5:00 PM - 7:30 PM**

Hands on workshop that takes you step-by-step through all components of business planning: mission statement, company structure, marketing, competition, SWOT analysis, and financial projections. Students will be assigned computers to put together their business information. At the end of the course, you will have turned your business idea into a comprehensive plan which you can present to your banker for funding. It may also serve as a benchmark to gauge your own progress. (Those in low income category as per HUD guidelines may request for \$75 fee but have to submit latest income tax return & a pay stub)

**Note:** Students are expected to have basic computer knowledge of MS Word, Excel, and be able to conduct online search. Regularity and punctuality in sessions is strongly encouraged.

**UNDERSTANDING CREDIT & LENDING**      2 Hrs.      **Fee: \$25- Non-members**  
**\$20- Members**

**Wednesday 04-30-08 10:00 AM – 12:00 PM**  
**Wednesday 06-11-08 05:00 PM – 07:00 PM**

Learn about our loan programs; the process of getting a loan; eligibility requirements in terms of credit score/ history of payments, and managing your credit. Also learn what documents lenders need from you when you apply for loan and what lenders look at in your credit report & score; how to improve your credit score and protect your identity.

## Growth Tracks

If you are in Business for more than a year- ask about our **GROWTH TRACKS**. If you need help with marketing, sales and advertising; 'Marketing Track' may be right for you. If you are facing cash flow problems, or want the analysis of your financial performance; you may opt for 'Financial Track'. You will be asked to bring last 1- 2 years tax returns for analysis.

**Start-up businesses: if you already have a business plan or started writing it, our business consultants can offer their comments on it or help you in revising the financials. You will then sign up for 'Business Plan Track'**

**Cost: \$100- You get up to 4 hrs of expert consultation (on apt.)**  
**After that you will be charged @\$15/hr.**

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## Other Workshops

### DESIGN YOUR OWN WEBSITE

8 Hrs.

2 sessions

Fee: \$65- Non-members  
\$50 for Members

W 05-14-08  
TH 05-15-08

9:00 AM – 1:00 PM  
9:00 AM – 1:00 PM

Get website design tips from Ms Marie Russ – an expert in website design & hosting. It is a hands on workshop where you will create a basic web site with clipart, photos, a menu bar and links to multiple pages. You will validate the coding and practice uploading the page to the internet. There will also be some image editing techniques. This class teaches html commands and students will key-in the code using Notepad or a helper program chosen by the instructor. This is NOT a “FrontPage” class. Students will receive a CD with helpful information and files.

**Note:** Students are expected to know how to use mouse and be able to do basic typing.

### UNDERSTANDING LEGAL STRUCTURE OF YOUR BUSINESS

2 Hrs. Fee: \$25- Non-members  
\$20- Members

Monday 06-02-08 10:00AM – 12:00PM

Do you understand the legal structure of your business? Do you want to be a sole proprietor? Or be in a partnership with others? LLC? Or S- Corporation? What are the tax or liability implications under each structure? Confused? Participate in two-hour seminar that will allow you to make an informed decision about your business ownership.

### MARKETING YOUR BUSINESS FOR LESS

2.5 Hrs.

Fee: \$25- Non- members  
\$20- Members

Monday 06-09-08 10:00AM – 12:30PM

Learn innovative ways to market and advertise your business effectively on a limited budget. Understand key points of an effective website, networking, getting most of your money with radio/ print advertising, and using ‘word of mouth’ to your advantage. Find out how to be visible and branded in the community whether you are a start up or existing business. You will also get to know low cost alternatives for designing logo, brochures, and business cards.

### BUSINESS ETIQUETTE, PROTOCOL & IMAGE

Fee: \$35- Non-members  
\$25 for Members

Thursday 06-12-08 5:30 PM – 8:30 PM

Learn the skills needed to present yourself as a professional and be taken seriously, whether you are at an important business meal or networking for new clients. Also educate yourself on the special set of rules when having meetings or events. Know the conventional rules of polite behavior; change your image and present yourself with an air of charm and confidence.

### PERSONAL FINANCIAL PLANNING

8 Hrs.

Fee: \$65- Non-members  
\$50 for Members

Mon thru Thurs 06-16-08 to 06-19-08 10:00 AM – 12:00 PM

Learn critical skills for personal financial independence such as how to develop a spending plan, identify income, and manage savings and checking accounts. Also know about managing credit, writing dispute letters to financial institutions/ credit agencies, and understanding credit score. It is a hands-on workshop and we will provide you a workbook and give some self-assessment exercises.

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Stay in touch with us. We have FREE seminars coming up in May/ June:

- ❖ Tax Education Day by IRS
- ❖ Loan Fair by SBA
- ❖ Disaster Preparedness Workshop by American Red Cross
- ❖ How to do well in a Direct Selling Business?  
(such as Mary Kay, HerbalLife, Quixtar, Arbonne, etc.)

To register please contact: Women’s Business Center \* 230 Hay Street \* Fayetteville, NC \* 28301  
Phone: 910-323-3377 \* [www.wcof.org](http://www.wcof.org)

**Download the Class Registration and Membership Forms Online!!**

Funded in part through a collaborative agreement with the Small Business Administration

