

# Fall 2018

## Westminster SBDC Classes



### 4 PART Business Accounting PACKAGE DEAL

**Part 1** – Setting Up Your Accounting Systems

**Part 2** – Cash Flow

**Part 3** – Financial Statements

**Part 4** – Lending Panel

#### Class dates:

10/24, 10/25, 10/29, 11/13

#### Fee:

\$80

**See Info on Other Side**

### Mission

To help existing and new businesses grow and prosper.

### Locations

Westminster at *Front Range Community College*

Commerce City Small Business Development at *Derby Resource Center*

### Contact Us

*Front Range Community College*

3645 W. 112<sup>th</sup> Ave.

Westminster, CO 80031

303-460-1032

[www.NorthMetroSBDC.com](http://www.NorthMetroSBDC.com)

### Canvas Outline Workshop

In this workshop, we provide a systematic guide to forming a promising company using the build-measure-feedback loop based on Lean Start-up methodology. We are going to provide knowledge about:

- Starting a business through customer discovery and validation
- Introduce the 9 building blocks of the Business Model Canvas
- The COW exercise

During the workshop, you will create an actual business model in a group exercise and understand the power of the business model canvas for any business. This workshop is a pre-requisite to a successful Leading Edge Program.

During the last half hour students entrepreneurs will be acquainted with the eL3 online platform used in Leading Edge

**8/23 C.O.W**  
6:00 pm – 9:00 pm Cost: \$25

**9/21 C.O.W**  
9:00 am – 12:00 pm Cost: \$25

**10/25 C.O.W.**  
6:00 pm – 9:00 pm Cost: \$25

**11/16 C.O.W**  
9:00 am – 12:00 pm Cost: \$25

### Start YOUR Business with US Grow YOUR Business with US

Leading Edge is a comprehensive business program designed to give you the training and resources you need to Start & Grow your business. Leading Edge is a blend of learning and building, using a three-tiered approach; one-on-one consulting, the EL3 learning platform and our Leading Edge business workshop & other workshops. Our goal is to get you to your grand opening and grow your business.

#### IMPORTANT FALL 2018 DATES

Registration Deadline | September 25, 2018 Click to Register Now!

Weekly Course Sessions | September 25, 2018 - December 11, 2018 (\*will not meet on 11/20/2018)

Tuesday evenings | 6:00 pm - 9:00 p.m.

Leading Edge Live | December 11, 2018



**LEADING EDGE™**  
Strategic Planning Series

**Leading Edge**  
*Live*

### DIG DEEPER

3rd Annual  
North Metro Denver Small Business  
Development Center Conference  
Title Sponsor: City & County Broomfield  
10-19-2018 | 8am - 5pm | \$30 | 3645 W.  
112th ave | Westminster  
Register at [www.northmetrosbdc.com](http://www.northmetrosbdc.com)

**Register at [www.NorthMetroSBDC.com](http://www.NorthMetroSBDC.com)**

# Fall 2018

## Westminster SBDC Classes



### 6 Part Marketing Package

**Part 1** – Is your Home page Hot or Not?

**Part 2**- Social Media and Your Small Business

**Part 3**- Strategic Branding

**Part 4**- Marketing Panel

**Part 5**- Marketing Psychology

**Part 6**- Fair Use 101

#### Class Dates:

9/20, 10/12, 10/23

11/1, 11/9, 11/15

Fee: \$100

### Connect With Us

Want to keep current on relevant business information and local business events?

Want to see a specific class?

Working with a great consultant?

 North Metro Denver SBDC

 @North Metro DenverSBDC

 North Metro Denver Small Business Development Center

Check out our blog at:  
[NorthMetroDenverSBDC.com/blog](http://NorthMetroDenverSBDC.com/blog)

### Marketing

#### 9/20 Is your Home page Hot or Not?

6:00pm – 7:30pm Cost: \$25

This interactive workshop reviews the top 5 elements every successful home page should have to get results. Following an overview of what makes up a successful home page we'll spend the bulk of our time reviewing your websites' home pages. The workshop wraps up with some action steps you need to take with your website to protect and deliver a great home page, including some important maintenance and security tips.

#### 10/12 Strategic Branding

9:00am – 11:00am Cost: \$25

The keys to marketing a brand are consistency and making an emotional connection. Your brand needs to be consistent so that it delivers the same message and customers feel you're a company they can trust. The emotional connection includes the associations your brand makes in a customer's mind. In this workshop learn how you can improve your business branding to communicate the best message to your market.

#### 10/23 Marketing Panel

6:00 pm – 9:00pm Cost: \$25

Marketing Panel & Meet the Marketers- Marketing is everything and changes constantly varying from business to business. Hear from marketing experts on our panel and then interact with them in a round table format. This a great time to get your most burning marketing questions answered.

#### 11/1 Social Media 101

6:00 pm – 8:00pm Cost: \$25

If you are wondering which social media platforms are right for you and how to work managing your online profiles into your day, this workshop is for you; We will explore the top platforms, time needed for each and tools to help build your presence. This workshop will be a spring board for content ideas, using video and photos and why having multiple admins is a good idea.

#### 11/9 Marketing Psychology

9:00 am – 11:00 am Cost: \$25

In this workshop, you're going to learn a great deal about psychology and how it's used in marketing. If you can understand what your customers are thinking at each stage of the buying process, then you can more successfully connect with them and provide them with the information they need.

#### 11/15 Fair Use 101

6:00 pm – 7:30 pm

In this workshop, learn what exactly the fair use doctrine says and what factual scenarios would allow you to take advantage of this and when you would be better off creating your own or paying for the material.

### Business Accounting/Budget

#### 10/24 Setting Up Your Accounting Systems

9:00 am-12:00pm Cost: \$25

Improve your bottom line with a sound financial reporting foundation. Good organization saves time and money. Define what you need to track in order to pick the right tools. Design or redesign your account list to ensure meaningful reporting. Utilize a month-end checklist to help you get it done right.

#### 10/25 Cash Flow-Cash In and Cash Out

9:00 am – 12:00 pm Cost: \$25

No matter what accounting system you use, you need to know how to properly record your expense and income transactions. Record sales transactions, checks, debit card activity, credit card charges and deposits with confidence. What we will cover:

Customer invoicing and managing accounts receivable. Paying bills and managing accounts payable. Reconcile your bank and credit card accounts to ensure accuracy

#### 10/29 Financial Statements

9:00 am – 12:00 pm Cost: \$25

Sound business decisions begin with real-time reports that tell you the true financial story of your business. Use your Profit and Loss Statement to help you determine what is making you money and where you can trim expenses. See how the Balance Sheet – the business owner's report card – is a snapshot of the overall health of the business

#### 11/13 Lending Panel

6:00 pm – 9:00 pm Cost: \$25

Hear from local lenders about the landscape of small business lending. The big bank, local bank and non-profit lender will offer guidance and information critical to you if you expect to access capital for your business. This night includes time to discuss your particular needs and make connections that could get you funding. Following the panel is an interactive discussion about what it is really like to borrow money as a small business owner.



### Program Sponsors



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