

All Seminars are free.

Please call (919) 718-7544 for more information.

*To register, go online: www.chathamshbc.com,
www.harnettsbc.com, or www.leeshbc.com*

Our Core Business Seminars, identified as “CBS”, target topics every existing and potential business owner and would-be entrepreneur should know. Attend 5 of these seminars, and receive an “Entrepreneurial Foundation Certificate.”

15 Common Mistakes That Will Undermine Any Business

We have all heard the old saying “learn from others mistakes.” Opening and operating a small business normally involves a great deal of time and a substantial financial investment. During this seminar, you will learn the fifteen most common mistakes made by entrepreneurs and many corporations that ultimately undermine the business. *Presenter: Moore, Bob*

5 Simple Strategies to get More Clients in Just 30 Minutes a Day

This seminar is for solo entrepreneurs, service business professionals, or small business owners looking for practical, easy to implement strategies to get more clients. During the seminar, attendees will discover 5 different strategies that they can use immediately to start attracting more clients into their business. *Presenter: Brown, Terri*

Alternative Financing For Your Small Business (CBS)

Most startups and those in business less than two years can only gain access to capital to start or grow their business through the US Small Business Administration and their affiliated resource partners! This course will provide information about the current US lending environment and issues shaping local lending practices of the banking community. *Presenter: Rodriguez, Patrick*

Basics of Bookkeeping (CBS)

Good bookkeeping practices are essential to running a successful small business. Even if you use a bookkeeper or accountant you still should understand the basics. *Presenter: Stiles, Lori*

Book Yourself Solid, How to Attract all of the Clients Your Heart Desires

Based on the bestselling book “Book Yourself Solid”, this seminar offers a practical system for getting more clients without the uncomfortable aspects of marketing and selling. Even the most reluctant of marketers find that this system inspires them to take action. *Presenter: Brown, Terri*

Business Taxes (CBS)

Every new small business owner has a lot to learn about the various types of taxes that must be paid and to whom. This session will advise, list, and explain all the types and where to and how to register a new business with the local, state and federal taxing agencies. Many tips about filing tax returns and avoiding “red flags” for audits will be discussed. *Presenter: Stiles, Lori*

Creating and Integrated Small Business Social Media Marketing Plan that is Easy to Execute

This class presents the fundamentals of Facebook, Google Plus, LinkedIn, YouTube, Google Maps and other online directories. Proper use of directories, which are vital for mobile marketing, will be covered in-depth: how to claim your free listings, how to correct any existing errors in directories, and how to enhance your presence with text and photos at no cost. *Presenter: Brossman, Martin*

Driving Customers to Your Website (SEO)

With Google’s massive change from being a search engine to being a knowledge engine, traditional search engine optimization methods are not working and may get your site penalized by Google. In this class, you will learn current Keyword Tools, analytics, content creation, content curation and search optimization techniques to make your site more effective and drive customers to your business. *Presenter: Tiede, Karen*

Facebook Boot Camp for Your Business

Lunch Available for \$10.00. Learn how to compile your Facebook marketing strategy covering all aspects of the Facebook marketing mix. How to measure and monitor your success and that of your competitors, attract new fans and engage existing fans, optimize your timeline and ads and hear real case studies about how brands use Facebook. *Presenter: Brossman, Martin*

Financial Planning for Your Small Business (CBS)

Understanding your business’ financial statements is critical to your success. We will develop a business’ financial statements from the start of the business. You will learn how the statements are constructed and how to analyze them to improve business performance. *Presenter: Baumann, Carl*

Financing Your Business (CBS)

DID YOU KNOW: Most startups and those in business less than two years can only gain access to capital to start or grow their business through the US Small Business Administration and their affiliated resource partners! This course will provide information about the current US lending environment and issues shaping lending practices of the banking community. *Presenter: Rodriguez, Patrick*

Finding and Writing Grants

This seminar focuses on how to get organized to prepare grant proposals with grant-writing tips. Topics to be discussed include: identifying funding sources, how to be prepared as an organization, elements of a grant proposal, etc. This is an excellent seminar for Non-Profits. *Presenter: Kennedy, Karen*

Free Online Resources for Small Businesses and Non-profits

Small business owners and non-profit managers often don't have a large budget for marketing, research, and other essential business operations. There's good news, however. A world of free, low-cost resources are available to you 24/7 via the internet. You'll be surprised what you can get for free!
Presenter: Klug, Kelly

Government Contracting, Part I – Getting Started

Attendees learn the steps a company must take to sell products and/or services to the Federal Government. Topics include how to navigate the websites required to register to do business with the Federal Government.
Presenter: Lewis, Denny

Government Contracting, Part II – Doing Business with the Federal Government

Attendees learn the basics of how to sell products, services and construction/engineering services to the federal government. Topics discussed include methods and levels of procurement, marketing to the federal government, socioeconomic small business programs, locating, identifying and responding to federal opportunities.
Presenter: Lewis, Denny

Government Contracting, Part III – Finding Contracts on the Internet

Attendees learn how to use the Federal Business Opportunity website to identify Federal Opportunities. Topics include how to set up your own FBO account, searches, and notifications and an introduction to other resources available on the Internet to identify and respond to Federal business opportunities.
Presenter: Lewis, Denny

Grant Writing 101

This is a 3-hour seminar on the principles of grant writing from preparation through submission of a grant proposal. Beginning with a one-page flow chart of the grant writing process so the session will offer step-by-step instruction on each component in that flow chart in detail so that the attendee will leave the seminar with a clear understanding of exactly what they need to know to develop a winning proposal.
Presenter: Abrams, Olga

Harnett Small Business Information Summit

At the summit you will have the opportunity to meet resource providers that are available to you in this area. Representatives from Central Carolina Community College Small Business Centers, Triangle South Enterprise Center, Triangle South Workforce Development, Harnett County Economic Development Commission, NC Small Business and Technology Development Center, US Small Business Administration, USDA-Rural Development, Center for Economic Empowerment and Development (CEED), Area Chambers of Commerce, Business Link North Carolina, NC Live, Harnett County Public Library, Register of Deeds, Planning Department, Harnett County Cooperative Extension, Dunn Area Committee of 100, Inc., NC Lawyers for Entrepreneurs Assistance Program and the NC Military Business Center have been invited to participate. These resource providers can help you start and stay in business.
Presenter: Panel

How Social Media Can Boost Your Bottom Line (CBS)

Facebook isn't the only social media tool available to small businesses. Learn what social media outlets exist and how you can use them to better attract and engage customers.
Presenter: Miller, Kelly

How to Find Your Customers (CBS)

Learn how a few stores with similar products and services vastly outsell others. The answers are found in the marketing strategies, surveying methods and structure plans to attract customers via the Internet, print media and other directional planning. These determined owners will always be more successful and enjoy a larger market share than the competition. *Presenter: Carver, Steve*

How to Find and Keep Your Customers (CBS)

Learn to use and blend marketing, customer service and hospitality skills, and strategies to attract, satisfy and keep great customers. Customer retention is one of the most important factors for the profitability of staying power of all successful businesses. How to create a customer loyalty program, data base planning, staff training sessions will be discussed. *Presenter: Carver, Steve*

How to Raise Your Credit Score to Over 740 Points: Prepare for a Bank Business Loan (CBS)

You will learn the legal tricks credit bureaus do not reveal on how to raise your score simply by the way you use your credit cards, treat inquires, make your payments and carry balances. This seminar will also include information about the importance of maintaining good credit and the positive financial consequences it produces. Using several proven methods, your credit score could increase by 50-100 points or more within 60 days. *Presenter: Moore, Bob*



How to Rent Your Own Property

In this seminar you will learn techniques for establishing rental agreements, collecting rent, avoiding evictions, protecting your property from vandalism and ultimately helping you make money. *Presenter: Hammond, Rose*

How to Start a Home Based Business (CBS)

Many people find working at home is the “ideal arrangement” and decide to formally set up businesses in their homes. Topics of discussion will include getting started, legal requirements, developing a business plan, and an overview of small business resource providers who can assist in your new venture. *Presenter: Terrell, Melissa*

How to Start a Small Business (CBS)

At this seminar you will discover: How to find the business that fits you; Where to find resources to get started; and How to plan your small business like a big business. You will also learn how to prepare a simple business plan to get started. *Presenter: Collins, Mike*

How to Start and Expand a Business (CBS)

Choose a type business that suits your business skills, dreams and resources. Learn about business plan development, ‘tool belt’ of business skills, naming and licensing, profit centers, and more. Tips to help increase customer traffic and profits will be discussed. *Presenter: Carver, Steve*

How to Write A Business Plan (CBS)

In this introductory seminar, you will walk through a sample plan and get a step-by-step strategy for gathering the pieces you need. You’ll walk away with tools to create your own plan and the motivation to make it happen! *Presenter: Klug, Kelly*

How to Write a Business Model and Plan (CBS)

Learn how to create a business plan that will provide a sound footing for the small business future. Start by creating simple profit center models that will help the entrepreneur project the customer base, profitability of various products and services; and will address important funding and marketing challenges. *Presenter: Carver, Steve*

Introduction to Google Tools

When Gmail became available, many of us had no idea it would be followed by such a long stream of free online tools. Today, many businesses rely on Google’s suite of tools including Drive, Calendar, Alerts, Adwords, and Places. This seminar will review some of the most popular tools and demonstrates how you can use them in your business or organization. *Presenter: Klug, Kelly*

Market Your Business by Networking in Your Local Community

If you’re spending lots of time on internet marketing and social media, you may be missing the customers, benefits, connections, and potential sales within your local community. Successful small business owners must devote time to both to be profitable. Come find out how you can reach potential customers in your local community and gain their trust. This seminar includes tips on face-to-face networking, a powerful and virtually free form of marketing. *Presenter: Ballance, Emily*

Marketing Your Business (CBS)

The presenter will be sharing experiences, tips, methods to teach small business owners and managers the art of long and short marketing opportunities, value of constant promotions, fundamentals of pricing products and services. The primary focus will be on how to invest marketing funds to produce lots more customer traffic with increased sales/profits. *Presenter: Carver, Steve*

Marketing to Millennials: Making It Personal and Customized

Lunch Available for \$10.00. Winning and keeping young customers and Millennials can be very different from attracting Baby Boomers or Generation Xers. But, if you aren’t reaching out to the younger market, you’re making a HUGE mistake. The Millennial generation is not only the largest population group it’s also the most racially diverse and highly educated generation in American history. As the buying power of Millennials increases, entrepreneurs seeking their business must understand that members of this generation expect to be treated as individuals. *Presenter: Collins, Mike*

Maximizing Your Business Fest Experience

Lunch Available for \$10.00. The presenter will provide tips and tricks on how to market your business effectively at business expos and meetings. *Presenter: Williams, Tammy*

Obtaining Positive Reviews Online that Lead to More Business

Let’s face it, before social media and Yelp, Google+ Pages, TripAdvisor, Angies List, and Amazon, most unhappy customer’s complaints didn’t reach thousands of people. Now, they do. How your business chooses to respond to these reviews can either help or damage your business’ reputation. This seminar shows you how to handle those situations. *Presenter: Brossman, Martin*

QuickBooks Basics: Part I (CBS)

This seminar will cover creating your company file and the very basics to get you started using QuickBooks for your business. *Presenter: Nelson, Jennifer*

QuickBooks Basics: Part II (CBS)

This is the second part of the QuickBooks seminar and will cover setting up customers, vendors, how to prepare invoices, assess finance charges, enter bills and pay bills. *Presenter: Nelson, Jennifer*

Quickbooks Basics

This seminar will offer participants a basic understanding of the popular Quickbooks accounting software and the benefits of using it in a small business environment. We will cover setting up the system, user interface, common data input, forms and the many useful reports that Quickbooks generates.

Presenter: Stiles, Lori

Setting up a Business Facebook Page

Facebook pages are a powerful tool for reaching potential customers. Learn how to set one up and get tips and tricks for using it in an effective, measurable way.

Presenter: Miller, Kelly

So You Think You Want to Start a Small Business

This seminar has been created for those individuals who are thinking about starting and operating their own business; however, they do not know if they have the personality, drive, creativity, adaptability, and a host of other talents and attributes that comprise a successful entrepreneur.

Presenter: Moore, Bob

Successful Sales on Amazon

In this fast-paced class you'll learn how to start or expand your online business by registering online, choosing the account that fits your goals, and list an item on Amazon to maximize your profitability. You'll learn how to ship your items and minimize your expenses. Learn how to make the most money with every sale. *Presenter: Hawks, Nick*

The Art of Marketing Your Business (CBS)

Focus on developing an A-Z marketing plan from "raw materials to the retail customer's shopping cart". Understanding the tactics to make a small business' advertising presentations pay their own way and direct traffic to the business. Making the marketing plan an integral component within the business plan/ model. How to survey - market research and plan an annual marketing program. The primary focus will be on how to invest marketing funds to produce lots more customer traffic with increased sales/profits. *Presenter: Carver, Steve*

The Basics of Selling on eBay

During this fast-paced session, learn best practices to use when setting up an account, listing items for sale, taking payments and shipping. Topics include eBay appraisals and research, registering on eBay and starting a seller's account, choosing formats and categories, writing descriptions that sell, submitting photos, feedback, and using PayPal, shipping tips, and pricing philosophies. *Presenter: Hawks, Nick*

Understanding Patents, Trademarks and Copyrights

Patent Attorney Daniel Becker explains patents, trademarks, and copyrights, and gives straightforward answers to the most difficult common questions about protecting inventions, creative works, and commercial identities. Individuals can acquire these protections without a lawyer, but knowing what can go wrong is essential. This could be an opportunity to learn how to protect your future business.

Presenter: Becker, Dan

Using Instagram to Gain and Retain More Business

Learn how to effectively use Instagram to stay top of mind with current customers and attract new customers. This class will include correct etiquette as well as understanding and proper use of hashtags. Also, it includes how Instagram interfaces with other social media, photo and video sharing platforms. Smart phones are not required but it is suggested you bring yours if you have one and download Instagram before the seminar.

Presenter: Brossman, Martin

Veteran Entrepreneurship Programs by the SBA

Veteran businesses succeed at a far higher rate than those started by non-veteran entrepreneurs. The SBA has been tasked with providing our nation's veterans (and their current spouses and widows) with detailed program information on the availability of special benefits they may be eligible for when starting or growing their small business.

Presenter: Rodriguez, Patrick

Writing a Business Plan, Part I (CBS)

Successful businesses are well planned. Learn how to write a complete, detailed business plan. We will cover the first sections of a business plan with examples for each section. Sections include your business model, mission and vision, products and services, and industry, customer, and competitor analysis. *Presenter: Baumann, Carl*

Writing a Business Plan, Part II (CBS)

Continuing with how to write a complete business plan, we will cover the remaining sections of a business plan with examples for each section. Sections include your marketing and sales, operations, personnel, management, financial, and executive summary. *Presenter: Baumann, Carl*



SMALL BUSINESS CENTER

Seminar Name	Hours	Start - End Dates	Day(s)	Time	Cost	Location	City	Building
CHATHAM COUNTY								
15 Common Mistakes That Will Undermine Any Business	3	9/22/15	T	6:00p - 9:00p	Free	PMC	Pittsboro	Bldg 1, Rm 226
Alternative Financing For Your Small Business (CBS)	2.5	11/19/15	Th	6:00p - 8:30p	Free	SCC	Siler City	Main Bldg, Rm 224
Basics of Bookkeeping (CBS)	2.5	9/17/15	Th	6:00p - 8:30p	Free	SCC	Siler City	Main Bldg, Rm 224
Business Taxes (CBS)	2	8/27/15	Th	6:00p - 8:30p	Free	SCC	Siler City	Main Bldg, Rm 224
Creating and Integrated Small Business Social Media Marketing Plan that is Easy to Execute	2.5	11/10/15	T	6:00p - 8:30p	Free	PMC	Pittsboro	Bldg 1, Rm 225
Financial Planning for Your Small Business (CBS)	2.5	9/1/15	T	6:00p - 8:30p	Free	PMC	Pittsboro	Bldg 1, Rm 224
Free Online Resources for Small Businesses and Non-Profits	2.5	11/19/15	Th	6:00p - 8:30p	Free	PMC	Pittsboro	Bldg 1, Rm 225
Growing Your Business with Social Media (CBS)	2.5	10/6/15	T	6:00p - 8:30p	Free	SCC	Siler City	Main Bldg, Rm 224
How Social Media Can Boost Your Bottom Line	2	11/17/15	T	6:00p - 8:00p	Free	PMC	Pittsboro	Bldg 1, Rm 224
Market Your Business by Networking in Your Local Community	2.5	9/29/15	T	6:00p - 8:30p	Free	PMC	Pittsboro	Bldg 2, Rm 108
Quickbooks Basics	2.5	9/10/15	Th	6:00p - 8:30p	Free	PMC	Pittsboro	Bldg 1, Rm 222
So You Think You Want to Start a Small Business (CBS)	3	9/3/15	Th	6:00p - 9:00p	Free	SCC	Siler City	Main Bldg, Rm 224
Writing a Business Plan, Part I (CBS)	2.5	8/18/15	T	6:00p - 8:30p	Free	PMC	Pittsboro	Bldg 1, Rm 224
Writing a Business Plan, Part II (CBS)	2.5	8/25/15	T	6:00p - 8:30p	Free	PMC	Pittsboro	Bldg 1, Rm 224
HARNETT COUNTY								
Driving Customers to Your Website (SEO)	2	8/27/15	Th	6:30p - 8:30p	Free	TSEC	Dunn	Trophy Rm
Facebook Boot Camp for Your Business	2	10/29/15	Th	11:30a - 1:30p	Free	TSEC	Dunn	Hampton Inn
Grant Writing 101	3	9/17/15	Th	6:00p - 9:00p	Free	TSEC	Dunn	Trophy Rm
Harnett Small Business Information Summit	2.5	9/10/15	Th	4:00p - 6:30p	Free	TSEC	Dunn	Triangle South
How to Find and Keep Your Customers (CBS)	2.5	11/12/15	Th	6:30p - 9:00p	Free	HHSC	Lillington	Harnett Health Science Ctr, Rm 113
How to Raise Your Credit Score to Over 740 Points: Prepare for a Bank Business Loan (CBS)	3	9/8/15	T	6:00p - 9:00p	Free	TSEC	Dunn	Triangle South, Cafeteria
How to Start and Expand a Business (CBS)	2.5	8/25/15	T	6:30p - 9:00p	Free	HHSC	Lillington	Harnett Health Science Ctr, Rm 113
How to Write a Business Model and Plan (CBS)	2.5	9/10/15	Th	6:30p - 9:00p	Free	HHSC	Lillington	Harnett Health Science Ctr, Rm 113
Marketing to Millennials: Making It Personal and Customized	2	9/29/15	T	11:30a - 1:30p	Free	TSEC	Dunn	Pizza Inn, Cumberland Square
Maximizing Your Business Fest Experience	2	8/11/15	T	11:30a - 1:30p	Free	TSEC	Dunn	PK Vyas Center
QuickBooks Basics: Part II (CBS)	2.5	11/3/15	T	6:00p - 8:30p	Free	TSEC	Dunn	Rm 102
QuickBooks Basics: Part I (CBS)	2.5	10/20/15	T	6:00p - 8:30p	Free	TSEC	Dunn	Rm 102
Successful Sales on Amazon	3	8/4/15	T	6:00p - 9:00p	Free	HHSC	Lillington	Harnett Health Science Ctr
The Art of Marketing Your Business (CBS)	2.5	10/13/15	T	6:30p - 9:00p	Free	HHSC	Lillington	Harnett Health Science Ctr, Rm 113
Understanding Patents, Trademarks and Copyrights	2.5	9/22/15	T	6:00p - 8:30p	Free	TSEC	Dunn	Triangle South, Trophy Rm

SMALL BUSINESS CENTER (CONTINUED)

Seminar Name	Hours	Start - End Dates	Day(s)	Time	Cost	Location	City	Building
LEE COUNTY								
5 Simple Strategies to get More Clients in Just 30 Minutes a Day	2	9/24/15	Th	6:30p - 8:30p	Free	DWCC	Sanford	Board Rm
Basics of Bookkeeping (CBS)	2	8/18/15	T	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
Book Yourself Solid, How to Attract all of the Clients Your Heart Desires	2	9/22/15	T	6:30p - 8:30p	Free	DWCC	Sanford	Board Rm
Business Taxes (CBS)	2	9/8/15	T	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
Financing Your Business (CBS)	2	8/27/15	Th	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
Finding and Writing Grants	2.5	9/29/15	T	6:30p - 9:00p	Free	DWCC	Sanford	Board Rm
Free Online Resources for Small Businesses and Non-profits	2	11/10/15	T	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
Government Contracting, Part I – Getting Started	2	9/1/15	T	6:00p - 8:00p	Free	DWCC	Sanford	Rm 104 (Computer Lab)
Government Contracting, Part II – Doing Business with the Federal Government	2	9/3/15	Th	6:00p - 8:00p	Free	DWCC	Sanford	Rm 104 (Computer Lab)
Government Contracting, Part III – Finding Contracts on the Internet	2	10/1/15	Th	6:00p - 8:00p	Free	DWCC	Sanford	Rm 104 (Computer Lab)
How to Find Your Customers (CBS)	2	11/19/15	Th	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
How to Raise Your Credit Score to Over 740 Points: Prepare for a Bank Business Loan (CBS)	3	8/25/15	T	6:00p - 9:00p	Free	DWCC	Sanford	Board Rm
How to Rent Your Own Property	3	8/20/15	Th	12:30p - 3:30p	Free	DWCC	Sanford	Board Rm
How to Start a Home Based Business (CBS)	2	9/10/15	Th	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
How to Start a Small Business (CBS)	3	8/31/15	M	6:00p - 9:00p	Free	DWCC	Sanford	Rm 102
How to Write A Business Plan (CBS)	3	10/20/15	T	6:00p - 9:00p	Free	DWCC	Sanford	Board Rm
Introduction to Google Tools	2	11/3/15	T	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
Marketing Your Business (CBS)	2	11/17/15	T	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
Obtaining Positive Reviews Online that Lead to More Business	3	10/8/15	Th	6:00p - 9:00p	Free	DWCC	Sanford	Board Rm
QuickBooks Basics	2	10/13/15	T	6:30p - 8:30p	Free	DWCC	Sanford	Rm 104 (Computer Lab)
Setting up a Business Facebook Page	2	9/15/15	T	6:00p - 8:00p	Free	DWCC	Sanford	Rm 104 (Computer Lab)
The Basics of Selling on eBay	3	8/20/15	Th	6:00p - 9:00p	Free	DWCC	Sanford	Board Rm
Using Instagram to Gain and Retain More Business	3	11/5/15	Th	6:00p - 9:00p	Free	DWCC	Sanford	Board Rm
Veteran Entrepreneurship Programs by the SBA	2	10/6/15	T	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm

