



Achieve Your Business Dream

Perfect for aspiring and emerging business owners. This series of four interactive workshops is taught by two experienced entrepreneurs.

Participants are assigned a free business coach, who assists them during and after the series. At the end of the series, participants will have completed a strong outline or business plan and be prepared to move forward with their business.

Complete workshop descriptions are on the back.

Check-in: 5:30 p.m.
Workshop: 6 - 8:45 p.m.
JAX Chamber
3 Independent Drive, JAX 32202

Winter 2017 Series

Tuesday, February 7 - Foundations for Your Business
Tuesday, February 14 - Business and Financial Basics
Tuesday, February 21 - Marketing Strategies
Tuesday, February 28 - Create Your Plan for Your Business

Spring 2017 Series

Tuesday, May 2 - Foundations for Your Business
Tuesday, May 9 - Business and Financial Basics
Tuesday, May 16 - Marketing Strategies
Tuesday, May 23 - Create Your Plan for Your Business

Summer 2017 Series

Tuesday, August 1 - Foundations for Your Business
Tuesday, August 8 - Business and Financial Basics
Tuesday, August 15 - Marketing Strategies
Tuesday, August 22 - Create Your Plan for Your Business

Fall 2017 Series

Tuesday, October 3 - Foundations for Your Business
Tuesday, October 10 - Business and Financial Basics
Tuesday, October 17 - Marketing Strategies
Tuesday, October 24 - Create Your Plan for Your Business

Fee: The four-part series is \$99; individual workshops are \$30 each. Business partners may attend for free with a paid registration, but partners will share workbooks and materials.

Payment can be made by credit card, check or money order only. Space is limited – advance registration is required.

All materials are included. No refunds; make up sessions are available. Chamber membership is not required to participate. Certificates of Completion will be awarded at the end of each four-part series. For more information on the workshop series, contact Shirley Moore at 904.366.6618 or shirley.moore@myjaxchamber.com



Complete Workshop Descriptions

Session 1: Foundations for Your Business

Discover the fundamentals for small business success

- ◆ Start up ◆ Business Structures ◆ Customer Profile ◆ Defining Your Product or Service

A proper foundation is important for the success of your small business. Examined are the different types of business structures (Sole Proprietor, LLC etc.) and the professionals needed to help you start or grow your business. Discover who makes your business successful – your customer (target market) and how to determine who is best suited to utilize your product or service. Look forward to in class interactive exercises including developing your unique customer profile and creating your business identity.

Session 2: Business and Financial Basics

Determine if your business will make money

- ◆ Naming your Company ◆ Logo ◆ Tagline ◆ Competition ◆ Financial Basics
◆ Business Networking

Learn how to create a memorable business name, and why a logo and tagline are important. Next discover why it is important to analyze your competition so you can create a thriving business. Then interact with us to create your basic financial picture to help answer the questions: “How much money do I need to start or grow my business?” “Am I charging enough for my product or service?” “Will my business make money?” The session ends with how business networking is critical to promoting and impacting your bottom line. Interactive class exercises include creating your tagline and predicting, through financial calculations, what it will cost to start or maintain your business.

Session 3: Marketing Strategies

Learn successful, inexpensive ways to market your product or service

- ◆ Buying Decisions ◆ Building a Website ◆ Low Cost Marketing Methods and Tools
◆ Elevator Speech ◆ Social Media

We let out the big secret: Who buys most products and services? – The answer may surprise you! Learn how to create a marketing message that maximizes its appeal to the markets you intend to serve. Did you know that you can create a website? – for free! We show you how. Costs to promote your business can be expensive – learn 10 different low cost methods and tools. We help you develop your “elevator pitch” – a 30-second speech that tells your customer, banker or neighbor quickly and effectively what your business is about. We discuss how to use social media (Facebook etc) to promote and gain new customers. Learn how to price your product or service that satisfies your customer’s needs and your bottom line. Learn from examples, the rights and wrongs of marketing and advertising.

Session 4: Create Your Plan for Your Business

Putting it all together to create a practical plan to start or grow your business

- ◆ Funding Your Business ◆ Business Plan Basics

This is our most interactive workshop. Then we pull together the first 3 sessions to help you begin to write out some of the detailed plans for your business. What is a business plan? – It is a tool that is a proposed course of action that shows how you plan to accomplish your goals. It is a vital document that helps with start-up, managing and operating your business. It is a road map for success. Use your business plan to guide you or to obtain financing.