



## Achieve Your Business Dream

Perfect for aspiring and emerging business owners. This series of four interactive workshops are taught by a team of experienced entrepreneurs and business professionals.

Our goal is to provide you with the knowledge and understanding of the business issues needed to be a successful entrepreneur. By the end of the course, you should have what you need to build your own business plan and begin your journey to financial independence.

Complete workshop descriptions are on the back.

**Check-in: 5:30 p.m.**  
**Workshop: 6 - 9:00 p.m.**  
**JAX Chamber**  
**3 Independent Drive, JAX 32202**

### Winter 2018 Series

Tuesday, February 6 – Business Foundations  
Tuesday, February 13 - Financial Basics & Market Analysis  
Tuesday, February 20 - Marketing Basics & Social Media  
Tuesday, February 27 - The Business Plan & Funding

### Spring 2018 Series

Tuesday, May 1 - Business Foundations  
Tuesday, May 8 - Financial Basics & Market Analysis  
Tuesday, May 15 - Marketing Basics & Social Media  
Tuesday, May 22 - The Business Plan & Funding

### Summer 2018 Series

Tuesday, August 7 - Business Foundations  
Tuesday, August 14 – Financial Basics & Market Analysis  
Tuesday, August 21 - Marketing Basics & Social Media  
Tuesday, August 28 - The Business Plan & Funding

### Fall 2018 Series

Tuesday, October 2 - Business Foundations  
Tuesday, October 9 - Financial Basics & Market Analysis  
Tuesday, October 16 - Marketing Basics & Social Media  
Tuesday, October 23 - The Business Plan & Funding

**Fee:** The four-part series is \$99; individual workshops are \$30 each. A business partner may attend for free with a paid registration. All materials are included. No refunds, however make up sessions are available. Payment can be made by credit card, check or money order only.

Space is limited – advance registration is required. 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](mailto:shirley.moore@myjaxchamber.com)



# Workshop Descriptions

## Session 1: Business Foundations – What Will Your Business Be?

- Introduction to SCORE – Who are we and what we can do for you?
- Are You Entrepreneurial Material? – What characteristics and skills are needed to be successful?
- Business Vision/Five Year Plan – Where do you want your business (and you) to be in five years?
- Business Plan Overview – What topics should you be thinking about as you develop your plan?
- Developing a Support System -- What (mostly free) resources are available to help you succeed?
- Mission, Vision and Value Statements – What principles will drive your business?
- Legal Structure – What are the options for setting up your business and which is best for you?

## Session 2: Financial Basics, Business Naming & Market Analysis

- Accounting Basics – What are the three financial statements and what do you need to know?
- Industry Analysis – What industry will your business be in and do you really want to be there?
- Competitor Analysis – Who will you be competing against and how will you be different?
- Market Analysis -- How will you define your target market and determine its potential?
- SWOT Analysis – Do you understand your strengths, weaknesses, opportunities and threats?

## Session 3: Marketing Basics & Social Media

- Product Development – What methods can you use to develop your product or service?
- Product Pricing – What are the three basic methods of pricing and which should you use?
- Distribution – How will you sell and deliver your product or service to the buyers?
- Elevator Speech – Can you tell people you meet about your business in under a minute?
- Website Development – What are the good (and bad) practices for building your website?
- Social Media – How should you choose which social media to use?

## Session 4: The Business Plan, Financial Projections & Funding

- The Business Plan – What are the sections of the plan and what is needed in each section?
- Preparing to Obtain Funding – Why would you need outside funds and how can you get ready?
- Business Funding -- What sources of funding are available and where can you find them?
- Financial Projections – How can you assemble three years of monthly projections?

## Mentoring

After the fourth workshop, you can sign up for a SCORE mentor. Your mentor will work with you individually to help you complete your business plan and get your business up and running. If your business already exists but you need help to improve your bottom line, these workshops and a SCORE mentor can help get you there.

All one-on-one mentoring is [free](#). We hope you will build a lasting relationship with your mentor who can help guide you through the various stages of business growth.