



NEWS RELEASE – City of Cottonwood, AZ

For Immediate Release

Date: November 6, 2013

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BAC Business Representative

(928) 634-0260

**Business Assistance Center (BAC)
November Evenings Training Opportunities**

BAC is offering 3 **FREE** workshops with **evening hours**. **Classes are limited to 10 participants, reserve your seat now!**

Business Start-Up Lab – Tuesday, November 12th, 5pm-8pm.

Designed for individuals interested in starting a business as well as those in business for less than two years. This new entrepreneur course will cover:

- Business concept evaluation
- Marketing
- Market research,
- Startup costs and sources of capital
- Insurance
- Cash flow analysis and cash management
- Business legal structure options
- Licensing
- Tax and permit requirements
- Employee/employer requirements
- Protecting your business ideas (intellectual property)

Business Plan Writing – Tuesday, November 19th, 5pm-8pm.

A must for any business interested in developing a viable business plan! Topics include:

- Organizational and market objectives
- Market analysis
- Competitive comparison
- How to prepare a SWOT (strength, weakness, opportunities and threat) analysis for both your business and the competition
- Business environment
- Customer profile
- Operational infrastructure
- Supplier development
- Business legal structure
- Personnel
- Intellectual property issues, i.e. trademarks, copyrights and patents
- Start-up costs and cash flow projections
- Profit and loss statements
- Balance sheets and cash management

Both classes instructed by Kurt Haskell with SBDC at Yavapai College. **These 2 workshops will be held at BAC at 821 N Main Street in Cottonwood.**

Social Media Marketing I: Facebook and Twitter – Monday, November 18th, 5pm-8pm.

Engagement in Social Media is a vital part of marketing strategy for businesses of every scope. When you join us for this valuable workshop, you will:

- Set up your own Facebook and Twitter accounts in class
- Learn how to integrate social media into your internet presence
- Learn how often to post
- Learn what components go into crafting posts that will keep your followers engaged

Instructed by Kristine Ketel with Yavapai College. **This workshop will be held at Yavapai College, 601 W Black Hills Drive, in Room I-138.**

Classes limited to 10 participants! Contact Andrea to reserve your seat: 928-340-2740

Best Regards,

Andrea Harless
Business Services Representative

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