



**For Immediate
Release**

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Contacts: Andrea Harless,
BAC Business Representative

(928) 634-0260

**Business Assistance Center (BAC)
July 2014 Training Opportunities**

Check out our new list of workshops for July, many at no charge! Here is what the BAC and our partners are offering this month:

***NEW* Facebook for Business: Content and Posting** – *Instructed by Kristine Ketel of Yavapai College*

When: Tuesday, July 15th, 2pm-5pm

Location: Business Assistance Center, 821 N Main Street

Cost: \$15

Reservations are required. Please contact Andrea at 928-340-2740 to reserve your seat.

You're on Facebook, now what?

Join us for a three hour hands-on workshop focusing on how to post, content for posting, updates, events, and uploading photos. We will post live during this class. Be prepared with some ideas for posting on Facebook. Bring your laptop for use in this class, along with a thumb drive containing photos to upload to Facebook.

Facebook for Business: Marketing Ideas – *Instructed by Kristine Ketel of Yavapai College*

When: Thursday, July 17th, 2pm-5pm

Location: Business Assistance Center, 821 N Main Street

Cost: \$15

Reservations are required. Please contact Andrea at 928-340-2740 to reserve your seat.

Are you struggling with what to post on Facebook? Is your business page static and boring?

Join us for a small group workshop to uncover specific articles, events, and photo ideas for your business. This 6-8 person group will work together with the aid of a facilitator to build marketing ideas and public interest. This is a full participation, collaborative event geared for owners and marketers that have a live business Facebook page.

***NEW* Hot Marketing Tips from a Successful Local Entrepreneur** – *Presented by Mary Cravets, Business Coach*

When: Wednesday, July 23rd, 12pm-1:30pm

Location: Business Assistance Center, 821 N Main Street

Cost: **FREE**

Reservations are required. Please contact Andrea at 928-340-2740 to reserve your seat.

Get solutions to your biggest marketing problems with local business owner, Mary Cravets!

In 2013, Mary revamped her own marketing plan, and as a result, tripled her business. As a Business Coach, she trains groups and coaches clients all over the country to create simple, enjoyable ways to market and grow their businesses.

Topics for discussion:

- Proven strategies you can implement right away to bring in more business
- The biggest marketing mistakes, and how to avoid them
- Simple solutions for the distractions that get in the way of effective marketing

This will be a small group class, with an open forum format where you will have your specific questions answered about all aspects of marketing.

Business Start-Up Lab – *Instructed by Kurt Haskell of SBDC/Yavapai College*

When: Thursday, July 24th, 2pm-5pm

Location: Business Assistance Center, 821 N Main Street

Cost: **FREE**

Reservations are required. Please contact Andrea at 928-340-2740 to reserve your seat.

This workshop is 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)

****NEW*Get Results from Your Networking with Authenticity and Ease*** – *Presented by Mary Cravets, Business Coach*

When: Tuesday, July 29th, 12pm-1:30pm

Location: Business Assistance Center, 821 N Main Street

Cost: **FREE**

Reservations are required. Please contact Andrea at 928-340-2740 to reserve your seat.

Learn how to simplify your approach to networking, find authentic word choices, and start getting the results you want.

As business owners, we're told we should network. But how do we interact with others without feeling fake or pushy, and still get the results we want? I've got good news for you - it's much easier than you think!

Participants will learn:

- The three things to prepare before a networking event so you can get the results you want
- Great conversation starters to confidently meet new people
- A huge opportunity they are missing at networking events, and how to take advantage of it immediately

FREE Workshop offered by Cottonwood Public Library:

Microsoft Word – *Instructed by Krysta of Cottonwood Public Library*

When: **Friday, July 18th**

Time: **10:30am-12pm**

Location: **Cottonwood Public Library, 100 S 6th Street**

Cost: **FREE**

Description: **A hands-on introduction to using the Microsoft Word program.**

Reservations are required. Please contact the Library Reference Desk to register: 928-340-2785

July workshop series offered by SCORE:

Business Plan Writing Course – A 5-class course on business plan writing.

Dates: **Classes will be held each Wednesday evening, from July 23rd - August 20th.**

Time: **5-8pm**

Location: **Business Assistance Center, 821 N Main Street**

Cost: **There is a \$90.00 course registration fee for each individual. A second person from same organization may attend at no charge.**

To register, please click this link: <http://www.scorenaz.org/score-workshop-14e.htm>

Our experienced mentors will provide the direction, guidance and support you need for writing an effective Business Plan. This informative and critical workshop will be presented in five sessions that will help you achieve your goals. A SCORE counselor will be assigned to each participant, to provide the one-on-one guidance as they attend each workshop, and work on their individual business plans.

Creating a Business Plan is critical:

- in starting a new business venture
- in expanding an existing businesses
- in changing your existing business strategy

Subjects to be presented and discussed in the five sessions:

- Ready to Start? Business basics

- Great Idea? The Market
- Marketing Your Business
- Financial Matters. Revenue segmentation
- The Go or No-Go Decision

Best Regards,

Andrea Harless
Business Services Representative

**Cottonwood Economic Development
Business Assistance Center**

821 North Main Street
Cottonwood, Arizona 86326

Phone (928) 340-2740

Fax (928) 634-5528

www.facebook.com/vvbac