



Yavapai College Small Business Development Center Entrepreneur Workshops

Free one-on-one confidential counseling, workshops, Business Resource Library

601 Black Hills Dr., Bldg. G
 Clarkdale, AZ 86324
 Workshop Registration through
 the SBDC: (928) 776-2008

JAN 14 Lean Business Start-Up

Three hour class provides a cost effective overview of all aspects of starting a business. From testing your business idea, determining your unique selling position, evaluating the ideal business structure, to low cost marketing strategies. This class covers all topics that could be considered in starting a business.
Cottonwood Business Assistance Center, 821 N Main Street, Large Conference Room, Cottonwood
5-8:00pm * Kathryn Bazan * No Fee

JAN 15 Step by Step Guide to Finding Funding Sources

This workshop has been designed to assist grant writers in finding Federal, foundation, corporate and state local funders by: 1) matching your organization's needs to potential funding opportunities and 2) researching and analyzing RFPs and NOFAs and doing on-line grant research.
Sedona Center for Arts & Technology Room 28
4215 Arts Village Dr, Sedona
12-4:00pm * Anthony Caetano * \$25

JAN 15 Introduction to Website Design

In this 1.5 hour class, students will learn: the structure of a website, how, where and why to buy a domain name or use the hosting site domain; types and levels of hosting available; types of templates available for their site; what is required to create a website. **Only \$65 for all 3 classes!**
Cottonwood Business Assistance Center, 821 N Main Street, Large Conference Room, Cottonwood
12-1:30pm * Stephanie Peters * \$25

JAN 22 Website Design Part 2

This three hour workshop is a hands-on workshop. Student will be at a computer creating, with assistance of the instructor, their own 5-page website using Weebly. Students will then publish their website on their own purchased domain.
Yavapai College, Room I-138
601 Black Hills Dr, Clarkdale
12-3pm * Stephanie Peters * \$25

JAN 27 Fearless Facebook for Business

Creating a Facebook business page is your key to unlocking markets and sales on the other side of the globe.

Learn the secrets of a great Facebook page which develops friendships, increases your company's sales, and increases your profits.

Sedona Center for Arts & Technology Room 28
4215 Arts Village Dr, Sedona
5-8:00pm * Kathryn Bazan * \$15

JAN 29 Website Design Part 3

This three hour class teaches students how to customize and add accessories to website on Weebly that was developed in the Web Design Part 2 class. Learn about: social media integration; adding a contact form; adding a shopping cart; link building; meta tags, google analytics; blogging; content marketing and more! Must have website on Weebly to participate.

Yavapai College, Room I-138
601 Black Hills Dr, Clarkdale
12-3:00pm * Stephanie Peters * \$25

Check out our website for additional workshops and events: www.yc.edu/sbdc
 or please call (928) 776-2008 for more information.