

CAPE FEAR CC- Small Business Center
2021 SPRING Entrepreneurs Academy
" Starting and growing a new small business in 2021"

Tuesday nights -Starting Febraury 09 - back to back - All start 6:00

PM .

- Part One Want to own your own business?
Start business. 24 things you must and do before **starting a small business.**
Gain knowledge about marketable profit centers, easy lesson about becoming
: legal; LLCs, etc".
Introduction to 30 business skills, traits, ploys and strategies you will learn to
master and own for yourself n this series of classes.
Importance of self-confidence and introduction skills.
- Part Two **Business Plan.** How to create a simple business plan designed to prevent
pitfalls, give confidence and estimate potential earnings before taking any risk.
How to price your products and services,
Understanding the importance of Fair Market Value in every buying and
selling situation. Individual assistance and overview tips each week as you
develop your business plan.
- Part Three Marketing. Make your ads pay for themselves and create future business
opportunities with our **Golden Goose Marketing Plan.** Learn the step by step
process to get started with enhanced forecasting and merchandising skills.
How create, feed and use a simple data-base of your customers contact
information. Individual assistance and overview tips each week as you develop
your business plans
- Part Four How to **find customers.** Energize and focus your marketing plan on customers
"easy to reach and in season" to help jump start your new business.
How the enjoy continuous orders and sales by "Keeping Fresh Bait in the Water".
- Part Five **Cash Flow, Fund and Finance Bus.** Learn various way to help find the funds
to start a new business and how to avoid serious pitfalls and "newbie" errors.
Detail instruction about how to create and manage a profitable fund raiser.
- Part Six Bookkeeping. Learn the many ways understanding **your bookkeeping system**
and reports can help you be a much better business owner / manager.
Keeping the right relationship between you, your bookkeeper and your
accountant.
Learn basic forecasting and "Yes if - No But" negotiating skills.
- Part Seven Taxes. **A comprehensive overview of the various taxes, fees and license you**
need to know about when starting a new business. Where the taxing agencies
are located.
Dealing with OSHA, NC DOL, IRS tax auditors and inspectors.
Professional sales tips o help you plan, negotiate and close deals while creating
a long-term sustainable base of RFCs "Raving Fan Customers." The RFC will
help keep your business successful for many years.

**Graduation Award - Certificate will be presented to attending major portion of classes
and demonstrating to presenter a good working knowledge of the**

basic information covered.