

## January/February 2019 Workshop Schedule

The Small Business Development Center (SBDC) at LCCC presents workshops that are designed to accelerate Ohio's economy by helping people start, sustain and grow their businesses

### Special Thanks to Our Premier Sponsors:



<b>Business Basics</b>	<b>January 10, 2019 - 10:00am-12:00pm</b>
Overview covers basics of entrepreneurship. This workshop will help you determine key areas to focus on as you start your business.	
<b>Presented by SBDC Advisor</b>	
<b>Marketing Class - Topic: Creating Stories that Sells</b>	<b>January 18, 2019 - 11:00am-12:00pm</b>
This seminar will focus on social media marketing and how to attract and keep your customers by what you have to say. In today's world, attention spans are very short and getting shorter every day. In this workshop, you will learn how to create messages and content that catches people's attention and helps them remember and understand your message. You will learn to build brand awareness which leads to higher revenues. Be prepared to take away some actionable advice!	
<b>Presented by Lindsay Sims, Lauren Loft Social</b>	
<b>Business Model Canvas</b>	<b>January 24, 2019 - 10:00am-12:00pm</b>
TBA.	
<b>Presented by SBDC Advisor</b>	
<b>Accounting and Record Keeping</b>	<b>February 5, 2019 - 10:00am-12:00pm</b>
Learn the basics of business bookkeeping. Learn the basics of a Balance Sheet, a Profit & Loss Statement, keeping track of your business revenue and expenses, using accounting software vs. spreadsheets and how to set up a basic chart of accounts. This workshop is designed to help the newer business owner or pre-venture business owner organize and keep track of their financials.	
<b>Presented by Suzie Dills, SBDC Advisor</b>	
<b>Business Model Canvas – Lorain Learning Center</b>	<b>February 6, 2019 - 10:00am-12:00pm</b>
TBA.	
<b>Presented by SBDC Advisor</b>	
<b>Marketing Class - Topic: Getting to Know</b>	<b>February 15, 2019 - 11:00am-12:00pm</b>
TBA.	
<b>Presented by SBDC Advisor</b>	

\*\* All Workshops will be held at SBDC at LCCC – 151 Innovation Dr., Elyria unless otherwise noted

Visit [www.lorainccc.edu/sbdc](http://www.lorainccc.edu/sbdc) for more information