

# Business Start-up 101



*Workshop is a first step for emerging entrepreneurs*

**T**he workshop is a first step toward owning a successful small business and it aims to help entrepreneurs evaluate their business ideas, prepare a sound business plan, manage expectations and increase chances of accessing capital.

The workshop is based on the ISBDC's A Sound and Proven Path Towards Launching Your Own Business Workbook, available at all ISBDC offices. A free copy of this 60 page step-by-step workbook will be distributed to participants and used during the class.

## Topics include:

- Identifying personal objectives, skills and resources.
- Describing your business idea and requirements.
- Developing a sales forecast.
- Identifying start-up expenses.
- Estimating your operating budget.
- Analyzing your feasibility results.

## Event follow-up

NW-ISBDC advisers are available for no-cost one-on-one business consulting, which includes market research and financial diagnostic reports, to help new entrepreneurs implement their strategic plans and provide ongoing guidance as they grow their businesses.

For more information, visit [www.nwisbdc.org](http://www.nwisbdc.org).

**When:** Thursday Dec. 8 from

6 to 8 p.m. CDT, 7 to 9 p.m. EDT

**Where:** Newton County Government Center, 4117 S 240 W in Morocco

There is no cost for Newton County residents.

**Register:** <http://bit.do/NewtonBizFree>

Pre-registration is required as a workbook and handouts will be supplied to participants.

### Questions?

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