



City of San Jacinto  
San Jacinto Community Center  
625 S. Pico Avenue

## FALL SCHEDULE OF FREE BUSINESS WORKSHOPS

# FREE WORKSHOP

Thursday, July 24th, 2014, 6PM to 8PM — Open for Business

If you are a new or aspiring business owner this workshop is a must! Discuss the steps to take towards starting your first business. The “Open for Business” workshop is presented by an SBDC Business Consultant who will discuss informational topics such as Being an Entrepreneur, Business Planning, Small Business Financing, the Legal Forms of Organization, Licensing and Permits and the services provided by the Inland Empire SBDC.

Tuesday, September 23, 2014, 6PM to 8PM — Writing a Winning Business Plan

A business plan is essential to any business, and the benefits of managing to that plan can make all the difference in sustaining a competitive edge. Your participation in this introductory workshop will set you on the road to success. You will train with an experienced trainer and learn the steps to make the process less tedious.

Wednesday, October 22, 2014, 9AM to 11AM — Marketing Your Business

“Looking to increase your bottom line? Attend this workshop and learn how an effective marketing plan can help you increase your sales and profitability while efficiently managing your marketing dollar. Topics to be covered include Marketing Research Basics, Defining Your Customer, Market Targeting, Analyzing Your Competition, and Determining Your Market Mix.”

Wednesday, November 12, 2014, 6PM to 8PM — Introduction to Social Media

Can over 1 billion Facebook users be wrong? Learn about the current state of social media, search engine optimization, how to determine what social channels are best for your business, how to build a better Facebook fan page, and how to harness the power of friending, tweeting, and social sharing.

Tuesday, December 2, 2014, 9AM to 11AM — Developing Marketing Strategies for 2015

What’s hot and what’s not in the marketing world? With consumers exposed to thousands of messages each day, what’s the best way for small businesses to break through the noise and reach their most likely prospects? Start your 2015 planning now with this free workshop. Learn about Marketing trends for 2015, Defining your customer and creating engagement, Developing a marketing plan and Key resources for marketing information and how-tos.