

# ENTREPRENEUR TRAINING SEMINAR

FREE TO BUSINESS OWNERS & POTENTIAL ENTREPRENEURS



**The City of Mobile's  
Community Planning & Development Department  
and the Business Innovation Center  
will Conduct a 3-Week Entrepreneur Training Seminar.**

Anyone Starting a Business or Owners of Existing Businesses  
will Benefit from this Extensive Training Seminar.

We Encourage Potential and Existing Minority & Women Entrepreneurs to Attend.

Classes Will Be held at:  
**The Business Innovation Center  
1301 Azalea Road  
Mobile, AL 36693**

Begins:  
**Tuesday, September 10, 2013**

Continues:  
**EACH Tuesday and Thursday for Three Weeks  
Through September 26, 2013  
6:00 - 8:00 p.m.**

For More Information or to Register Please Contact Johnnie Robinson at (251) 457-4607.

**The City of Mobile's Community Planning & Development (CPD) Department  
in Conjunction With  
The Center for Entrepreneurial Excellence is  
Conducting a Series of FREE Business Training Seminars.**

Whether you are starting a new business or just want to brush-up on certain areas within your current business, these FREE seminars are for you!

Participants will learn the importance of effective *Business Plans* and the key required elements of a basic business plan & data that **MUST** be included.

Join Small Business Expert & Trainer, Tom Siegwald for this 3-week informative and interactive training series.

*NEW businesses will want to attend the entire series -  
EXISTING businesses can choose the right seminar to improve their bottom line.*

**ENTREPRENURIAL BUSINESS TRAINING SERIES TOPICS**

WEEK 1	
<b>ELEMENTS OF A BUSINESS PLAN</b> Tuesday · September 10, 2013	<b>MARKET RESEARCH &amp; TRENDS</b> Thursday · September 12, 2013
This series is designed for current and future business owners who have little or no knowledge of writing a business plan. Participants will leave this session with a greater understanding of the areas that require research and preparation in order to successfully write a complete business plan.	Researching and analyzing your target market can be very time consuming. Participants will learn shortcuts to assist in finding the information they need to identify their target markets.
WEEK 2	
<b>LEGAL CONSIDERATIONS</b> Tuesday · September 17, 2013	<b>ACCOUNTING AS A MANGEMENT TOOL</b> Thursday · September 19, 2013
What is the difference between sole proprietorships and limited liability corporation? This seminar covers options for setting up your business as a legal entity.	Preparing a cash flow analysis is essential to financing your business for optimal success. Learn how to use Accounting to your advantage.
WEEK 3	
<b>MARKETING &amp; MEDIA</b> Tuesday · September 24, 2013	<b>RAISING CAPITAL - A REALITY CHECK</b> Thursday · September 26, 2013
Does your business need a boost? <b>NO PROBLEM!</b> This seminar covers marketing strategies and media tips to grow your business. You will gain valuable information you can put to immediate use to propel your business into the spotlight!	Having enough capital to start a business is essential to keeping the doors open. This seminar showcases finding options available to entrepreneurs in order to bring your business into the spotlight!



**For Additional Information or to Register For Courses, Please Contact:**

The City of Mobile CPD Department (251) 208-6294 or The Center for Entrepreneurial Excellence (251) 660-7002.