

# SMALL BUSINESS CENTER (SBC)

The Small Business Center is a provider of education, high-quality/low-cost training, and referrals developed to increase the success rate and number of viable small businesses in Pender and New Hanover counties.

The following FREE services are provided:

- Seminars: Targeted to prospective and existing small business owners
- Counseling: Confidential one-on-one business and technology counseling
- Resource Center: Access to the Resource Center is available **by appointment** and includes internet access, business planning, accounting software, marketing/website videos, and business books

Register online at [cfcc.edu/sbc](http://cfcc.edu/sbc) or call us at 910.362.7216



## UPCOMING 2024 WEBINARS

### GROWING YOUR BUSINESS ONLINE

#### 10 THINGS NOBODY IS TELLING YOU ABOUT WEBSITE SUCCESS FOR YOUR SMALL BIZ

This webinar will cover:

1. Why your Company name is likely not a good Domain name?
2. How to identify your best prospects?
3. How to identify & find the best available Domain Name for your business?
4. Do you know your primary competitors?
5. How to find the best developer for your new website?
6. How to create the best project plan for the development of your website?
7. What do you and your developer need to do to build your new website?
8. What do you need to do before approving your website for a successful launch?
9. What do you need to do after website launch to get the best results?
10. What do you need to do in an ongoing fashion to ensure website success?

#### SOCIAL MEDIA AND WEBSITE FOR YOUR ART BUSINESS

You have a website/portfolio and you have social media - are they connected? Do they work together or against each other? The connections you make through social media can help boost your website or portfolio! Learn about website connection. Hint... hint... it is more than a software connection!

#### GETTING A WEBSITE STARTED FOR YOUR SMALL BUSINESS

Your most important sales tool is your website. Buyers are vetting you before they talk to a salesperson.

In fact, buyers go through 80% of the shopping process before contacting you. Just like your sales staff, your website has to be spot on to create trust and answer the questions they're asking. Customers want to control their buying experience and the website is where they have that control. In this seminar you will learn to plan out a website to bring you more business. We'll discuss planning a site, finding a target customer, appealing to that customer, getting the client to buy, creating engagement, and tips and tricks that we use everyday that you may not be aware of.

Outline of the class:

- Why do you need a website?
- Where do you start when creating a site?
- What is your highest return on investment?
- How do you appeal to your target client?
- What content needs to be created to appeal to your target?
- How do you appeal to Google?
- Ways to create engagement on your site.

## SMALL BUSINESS CENTER

### TOOLS FOR BUSINESS SUCCESS

#### ACCESS TO CAPITAL FOR YOUR SMALL BUSINESS

Let's face it, small business owners still have a difficult time raising capital. For start-ups it is almost impossible, especially from traditional lending sources. This event will bring together traditional and non-traditional lending sources for business owners to meet and discuss how they can meet their capital needs. Join us (representatives The SBA, SCORE and the SBC) to explore capital access options for small businesses. We will answer these frequently asked questions: What can I use the money for? What if I have questionable credit? What are the loan application requirements? Learn about the many capital funding options including (equity crowdfunding) that are available to small businesses in our area. The panelists will also discuss traditional, alternative, and entrepreneur forms of capital as well as options for women and minority owned businesses.

#### STOP WASTING MONEY ON MARKETING FOR YOUR SMALL BIZ: USE THE 7 ELEMENTS OF STORY TO SELL

If you're like most businesses, you're fed up with spending money on marketing that doesn't work. If you knew what to do differently, you would—but you don't, and so you feel stuck. Meanwhile, your sales are lagging. Your bottom line isn't budging. And worst of all, you feel discouraged. Here's the good news: It doesn't have to be that way. In this session, Design Interventions' owner, Sue Rachunok a StoryBrand Certified Guide—will share seven simple marketing principles proven to engage customers and grow businesses. You'll walk away knowing how to capture your customers' attention and compel them to buy. You'll see how to implement these ideas in your website. Stop worrying about your marketing and get back to winning in the marketplace.

#### MAXIMIZING EFFICIENCY AND CUSTOMER SATISFACTION

This workshop is designed to help field service professionals improve their efficiency and customer satisfaction. Participants will learn how to boost their service by understanding and learning from others' past experiences. Through interactive sessions and case studies, attendees will gain valuable insights into best practices for delivering exceptional field service, including how to optimize their work flow, effectively communicate with customers, and protect themselves from losing money. The workshop is ideal for field service technicians and other professionals looking to enhance their skills and take their service business to the next level. With a focus on practical strategies and real-world examples, this workshop will equip attendees with the tools they need to succeed in the competitive field service industry. Participants will receive a certificate of Field Service Excellence upon workshop completion.

Workshop Curriculum:

##### Section 1: Understanding Customer Expectations

- The importance of meeting customer expectations
- Identifying and managing customer expectations
- Handling complaints and providing personalized service

##### Section 2: Offering Your Service

- Understanding the unique value proposition of your business
- Identifying and differentiating your business from competitors
- Creating unique service experiences that exceed customer expectations

##### Section 3: Staying Profitable

- Pricing strategies for profitability
- Cost control measures to maximize profit margins
- Optimizing operational efficiency to reduce costs and improve service quality

#### LEGAL CONSIDERATIONS FOR BUSINESS STARTUPS

In this seminar business owners will learn the following:

- What is required to legally start a business
- LLC, S and C Corp, non-profits vs sole proprietor
- Franchising from the franchisee and franchisor perspective
- Operating Agreements and why they are important
- Overview of trademarks and copyright law

#### EMAIL MARKETING QUICK START TUTORIAL WITH CONSTANT CONTACT

Not sure how to get started with your first email campaign? Don't worry, we'll take you step-by-step through how to create and send your first email campaign with Constant Contact. By the end of this session business owners know how to create an effective email campaign that looks great on any device and gets your subscribers to take action.

#### INTRODUCTION TO FEDERAL CONTRACTING FOR THE SMALL BUSINESS OWNER

To sell your products or services to the federal government, your small business must meet specific requirements. Although the contracting process can seem complicated and overwhelming at first, the government provides information and tips to help you learn to compete as a federal contractor in North Carolina.

#### LEGAL CONSIDERATIONS FOR FRANCHISING YOUR BUSINESS OR BUYING A FRANCHISE, COPYWRITING AND TRADEMARKS

This class will provide you with a legal overview of (1) considerations when purchasing franchise (2) responsibility of the franchisor (3) the key terms you will want to pay attention to when deciding whether to enter into a particular franchise business agreement.



MEET CFCC’S SMALL BUSINESS DIRECTOR

**Jerry Coleman, Director of CFCC’s Small Business Center**, has decades of experience in business and consulting, having owned his own consumer products manufacturing company in Wilmington, NC. Jerry is committed to helping other small business owners succeed. “Starting, managing, and growing a small business can be a daunting task. At CFCC’s Small Business Center, we help entrepreneurs plan and navigate the startup process; getting off to a good, solid start is essential. We really do become a partner and are always available to act as coach and cheerleader for our clients. We will work with them as long as necessary to keep them going and help them achieve their goals and be successful in the long run.”

Jerry earned a Bachelor’s of Science degree in Business Administration from East Carolina University, and Master of Business Administration at UNCW. He earned his certificate in Project Management from UNCW and has secured multiple patents. In 2016, Jerry was awarded the US Small Business Administration’s Collaboration and Partnership award for his efforts to support the SBA and its resource partners in developing opportunities for small businesses in the State of North Carolina.



**REAL ESTATE BASICS FOR INVESTORS**

This class will give you an overview of what you need to know to own investment real estate from deed and title to sales and leases. Learn how to negotiate a lease for your business location, when and how to own property for your business location, and 1031 tax free exchanges.

**MESSAGING YOUR BUSINESS: THE FOUNDATION OF EFFECTIVE COMMUNICATION**

Small businesses, non-profits and startups need strong communications. Coaches tell you to focus on the money first, but after launching more than 200 companies can attest to the fact that you’re only as strong as the story you tell. Knowing and focusing on your key message helps prioritize resources and efforts. In turn, it assures consistency in what, how and to whom you communicate.

Most importantly: strong messaging helps your customer know the value you add, and how to buy what you sell. This hands-on workshop will guide you to develop a clear mission, vision, elevator pitch, and 50-word description. Bonus: your billboard (it’s not what you think!).

**RISK MITIGATION, LEGAL STRUCTURES AND DECISION MAKING TO PROTECT YOURSELF**

Students will review legal structures for business formation and how to protect business and personal assets during the early stages of operations.

- Analyze the advantages and disadvantages of common organizational structures
- Review best practices for reducing liability and protecting assets
- Develop a course of action for forming an entity

**YOUR ART BUSINESS**

**RECORD KEEPING FOR YOUR ART BUSINESS**

Learn how to track revenues and expenses, make informed projections, and gain a clearer understanding of your artistic business finances. As an “Artrepreneur” you wear many hats: The creator, advisor, promoter, transporter, and so much more. Record keeping can be daunting; however, with a few basic accounting practices, you can have full creative control while tracking your finances.

**MARKETING AND PROMOTIONS FOR YOUR ART BUSINESS**

You have a website, online presence, and social media platforms. Are they working together to promote your business or are they working against each other? How are they connected? Learn how online promotions, websites, social media, and online campaigns work together to increase brand awareness.

**BUILDING AN ONLINE PORTFOLIO FOR YOUR ARTWORK**

Building an online portfolio can be intimidating: Where do I begin? Which online platform should I use? What is a URL and which one should I purchase? Will an online portfolio help me sell my artwork? These are just a few questions, of many, you may have. This webinar is designed to help you build a foundation for your online portfolio while discussing key components that will increase your online success and return on investment. Topics discussed in Part 1: URLs, basics of an online portfolio, and tips on how to present your work. Towards the end of the webinar, there will be a live demonstration on how to begin building your online portfolio on a Wix.com platform.

WEBINAR SCHEDULE

JANUARY 2024



**ACCESS TO CAPITAL FOR YOUR SMALL BUSINESS**

**Online | 2 hours | Free**  
1/3/24      W      10a-12p

**10 THINGS NOBODY IS TELLING YOU ABOUT WEBSITE SUCCESS FOR YOUR SMALL BIZ**

**Online | 1hour | Free**  
1/4/24      Th      6-7p      Online

**STOP WASTING MONEY ON MARKETING FOR YOUR SMALL BIZ: USE THE 7 ELEMENTS OF STORY TO SELL**

**Online | 1 hour | Free**  
1/5/24      F      10-11a

**MAXIMIZING EFFICIENCY AND CUSTOMER SATISFACTION**

**Online | 2 hours | Free**  
1/8/24      M      2-4p

**LEGAL CONSIDERATIONS FOR BUSINESS STARTUPS**

**Online | 1 hour | Free**  
1/9/24      Tu      2-3p

**EMAIL MARKETING QUICK START TUTORIAL WITH CONSTANT CONTACT**

**Online | 1 hour | Free**  
1/10/24      W      10-11a

**GETTING A WEBSITE STARTED FOR YOUR SMALL BUSINESS**

**Online | 1 hour | Free**  
1/11/24      Th      6-7p

**INTRODUCTION TO FEDERAL CONTRACTING FOR THE SMALL BUSINESS OWNER**

**Online | 2 hours | Free**  
1/12/24      F      10a-12p

**LEGAL CONSIDERATIONS FOR FRANCHISING YOUR BUSINESS (BUYING A FRANCHISE, COPYRIGHTING AND TRADEMARKS)**

**Online | 1 hour | Free**  
1/16/24      T      2-3p

**YOUR ARTWORK, YOUR BRAND: LEARN HOW TO BRAND YOURSELF AS AN ARTIST**

**Online | 2 hours | Free**  
1/17/24      W      10a-12p

**RISK MITIGATION, LEGAL STRUCTURES AND DECISION MAKING TO PROTECT YOURSELF**

**Online | 2 hours | Free**  
1/18/24      Th      3-5p

**ARTIST BUSINESS MODEL CANVAS**

**Online | 2 hours | Free**  
1/19/24      F      10a-12p

**REAL ESTATE BASICS FOR INVESTORS**

**Online | 1 hour | Free**  
1/23/24      Tu      2-3p

**MESSAGING YOUR BUSINESS: THE FOUNDATION OF EFFECTIVE COMMUNICATION**

**Online | 1 hour | Free**  
1/24/24      W      10-11

**MAXIMIZING EFFICIENCY AND CUSTOMER SATISFACTION**

**Online | 2 hours | Free**  
1/25/24      Th      10a-12p

**BUILDING AN ONLINE PORTFOLIO FOR YOUR ART WORK**

**Online | 2 hours | Free**  
1/26/24      F      10a-12p



SMALL BUSINESS CENTER

FEBRUARY 2024

RECORD KEEPING FOR YOUR ART BUSINESS

Online | 2 hours | Free  
2/2/24 F 10a-12p

GETTING A WEBSITE STARTED FOR YOUR SMALL BUSINESS

Online | 1 hour | Free  
2/6/24 Tu 2-3p

ACCESS TO CAPITAL FOR YOUR SMALL BUSINESS

Online | 2 hours | Free  
2/7/24 W 2-4p

STOP WASTING MONEY ON MARKETING FOR YOUR SMALL BIZ: USE THE 7 ELEMENTS OF STORY TO SELL

Online | 1 hour | Free  
2/8/24 Th 3-4p

EMAIL MARKETING QUICK START TUTORIAL WITH CONSTANT CONTACT

Online | 1 hour | Free  
11/16/23 Th 6-7p

MARKETING AND PROMOTIONS FOR YOUR ART BUSINESS

Online | 2 hours | Free  
2/9/24 F 10a-12p

INTRODUCTION TO FEDERAL CONTRACTING FOR THE SMALL BUSINESS OWNER

Online | 2 hours | Free  
2/13/24 Tu 10a-12p

RISK MITIGATION, LEGAL STRUCTURES AND DECISION MAKING TO PROTECT YOURSELF

Online | 1 hour | Free  
2/14/24 Th 3-5p

SOCIAL MEDIA AND WEBSITE FOR YOUR ART BUSINESS

Online | 2 hours | Free  
2/16/24 Tu 10a-12p

10 THINGS NOBODY IS TELLING YOU ABOUT WEBSITE SUCCESS FOR YOUR SMALL BIZ

Online | 1hour | Free  
2/20/24 Tu 10-11a

MAXIMIZING EFFICIENCY AND CUSTOMER SATISFACTION

Online | 2 hours | Free  
2/21/24 Th 6-8p

EMAIL MARKETING QUICK START TUTORIAL WITH CONSTANT CONTACT

Online | 1 hour | Free  
2/22/24 W 2-3p

MARCH 2024

MAXIMIZING EFFICIENCY AND CUSTOMER SATISFACTION

Online | 2 hours | Free  
3/4/24 M 3-5p



LEGAL CONSIDERATIONS FOR BUSINESS STARTUPS

Online | 1 hour | Free  
3/5/24 Tu 2-3p

GETTING A WEBSITE STARTED FOR YOUR SMALL BUSINESS

Online | 1 hour | Free  
3/6/24 Tu 10-11a

RISK MITIGATION, LEGAL STRUCTURES AND DECISION MAKING TO PROTECT YOURSELF

Online | 1 hour | Free  
??? Th 3-5p

INTRODUCTION TO FEDERAL CONTRACTING FOR THE SMALL BUSINESS OWNER

Online | 2 hours | Free  
3/11/24 Tu 2-4p

LEGAL CONSIDERATIONS FOR FRANCHISING YOUR BUSINESS (BUYING A FRANCHISE, COPYWRITING AND TRADEMARKS)

Online | 1 hour | Free  
3/12/24 Tu 2-3p

SMALL BUSINESS CENTER

ACCESS TO CAPITAL FOR YOUR SMALL BUSINESS

Online | 2 hours | Free  
3/13/24 W 2-4p

EMAIL MARKETING QUICK START TUTORIAL WITH CONSTANT CONTACT

Online | 1 hour | Free  
3/14/24 Th 2-3p

10 THINGS NOBODY IS TELLING YOU ABOUT WEBSITE SUCCESS FOR YOUR SMALL BIZ

Online | 1hour | Free  
3/18/24 Tu 4-5p

REAL ESTATE BASICS FOR INVESTORS

Online | 1.5 hours | Free  
3/19/24 Th 2-3:30p

MESSAGING YOUR BUSINESS: THE FOUNDATION OF EFFECTIVE COMMUNICATION

Online | 1 hour | Free  
3/20/24 W 2-3p

YOUR ARTWORK, YOUR BRAND: LEARN HOW TO BRAND YOURSELF AS AN ARTIST

Online | 2 hours | Free  
3/21/24 F 4-6p

STOP WASTING MONEY ON MARKETING FOR YOUR SMALL BIZ: USE THE 7 ELEMENTS OF STORY TO SELL

Online | 1 hour | Free  
3/26/24 Tu 6-7p

APRIL 2024

ARTIST BUSINESS MODEL CANVAS

Online | 2 hours | Free  
4/4/24 Th 4-6p

LEGAL CONSIDERATIONS FOR FRANCHISING YOUR BUSINESS (BUYING A FRANCHISE, COPYWRITING AND TRADEMARKS)

Online | 1 hour | Free  
4/8/24 M 2-3p

GETTING A WEBSITE STARTED FOR YOUR SMALL BUSINESS

Online | 1 hour | Free  
4/9/24 Tu 2-3p

INTRODUCTION TO FEDERAL CONTRACTING FOR THE SMALL BUSINESS OWNER

Online | 2 hours | Free  
4/10/24 W 2-4p

BUILDING AN ONLINE PORTFOLIO FOR YOUR ARTWORK

Online | 2 hours | Free  
4/11/24 Th 4-6p

10 THINGS NOBODY IS TELLING YOU ABOUT WEBSITE SUCCESS FOR YOUR SMALL BIZ

Online | 1hour | Free  
4/15/24 M 1-2p

ACCESS TO CAPITAL FOR YOUR SMALL BUSINESS

Online | 2 hours | Free  
4/16/24 Tu 1-3p

MAXIMIZING EFFICIENCY AND CUSTOMER SATISFACTION

Online | 2 hours | Free  
4/17/24 W 10a-12p

MARKETING AND PROMOTIONS FOR YOUR ART BUSINESS

Online | 2 hours | Free  
4/18/24 Th 4-6p

GET digital

with our FREE Seminars



CFCC.EDU/SBC

SBC CLIENTS SAY IT BEST...

“Every seminar I’ve participated in—seven or eight now, was taught by very expert and competent professionals who inspired me with new ideas and resources for getting our non-profit started.”





Check out  
all upcoming  
webinars!



**EMAIL MARKETING QUICK START  
TUTORIAL WITH CONSTANT  
CONTACT**

Online | 1 hour | Free  
4/22/24 M 10-11a

**RISK MITIGATION, LEGAL  
STRUCTURES AND DECISION  
MAKING TO PROTECT YOURSELF**

Online | 2 hours | Free  
4/23/24 Th 4-6p

**LEGAL CONSIDERATIONS FOR  
FRANCHISING YOUR BUSINESS  
(BUYING A FRANCHISE,  
COPYWRITING AND TRADEMARKS)**

Online | 1 hour | Free  
4/24/24 W 2-3p

**RECORD KEEPING FOR YOUR ART  
BUSINESS**

Online | 2 hours | Free  
4/24/24 F 4-6p

**STOP WASTING MONEY ON  
MARKETING FOR YOUR SMALL  
BIZ: USE THE 7 ELEMENTS OF  
STORY TO SELL**

Online | 1 hour | Free  
4/30/24 Tu 10-11a

**MAY 2024**

**REAL ESTATE BASICS FOR  
INVESTORS**

Online | 1.5 hours | Free  
5/1/24 W 2-3:30p

**SOCIAL MEDIA AND WEBSITE FOR  
YOUR ART BUSINESS**

Online | 2 hours | Free  
5/2/24 Th 4-6p

**INTRODUCTION TO FEDERAL  
CONTRACTING FOR THE SMALL  
BUSINESS OWNER**

Online | 2 hours | Free  
5/3/24 F 10a-12p

**GETTING A WEBSITE STARTED  
FOR YOUR SMALL BUSINESS**

Online | 1 hour | Free  
5/6/24 Tu 1-2p

**ACCESS TO CAPITAL FOR YOUR  
SMALL BUSINESS**

Online | 2 hours | Free  
5/7/24 Tu 1-3p

**EMAIL MARKETING QUICK START  
TUTORIAL WITH CONSTANT  
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**MESSAGING YOUR BUSINESS:  
THE FOUNDATION OF EFFECTIVE  
COMMUNICATION**

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**MAXIMIZING EFFICIENCY AND  
CUSTOMER SATISFACTION**

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**STOP WASTING MONEY ON  
MARKETING FOR YOUR SMALL  
BIZ: USE THE 7 ELEMENTS OF  
STORY TO SELL**

Online | 1 hour | Free  
5/14/24 Tu 6-7p

**10 THINGS NOBODY IS TELLING  
YOU ABOUT WEBSITE SUCCESS  
FOR YOUR SMALL BIZ**

Online | 1 hour | Free  
5/15/24 W 1-2p

# GROW YOUR BUSINESS

doing what you love.



Your passion CAN become your career! The Small Business Center at CFCC will give you the tools and guidance to help make it happen.

Take advantage of our free/low-cost webinars, free counseling, and resources to help start or grow your existing business.  
**CFCC.EDU/SBC • 910.362.7216**

