

SMALL BUSINESS CENTER

cfcc.edu/sbc • 910-362-7216



Serving New Hanover and Pender counties, CFCC's Small Business Center offers education, affordable training, and referrals aimed at enhancing the success of small businesses. We provide complimentary services including targeted seminars for both prospective and existing business owners, confidential one-on-one counseling, and access to our Resource Center. By appointment, the Resource Center offers internet access, business planning assistance, accounting software, marketing and website resources, as well as a collection of business books.

BUSINESS TOOLS

INTRO TO FEDERAL CONTRACTING

August 15, September 23, November 13, and December 9, 2024. Learn to navigate doing business with the federal government with the North Carolina Military Business Center.

AI SERIES - PART 3: IMPLEMENTING AI IN YOUR SMALL BUSINESS

August 20, 2024. Learn to implement AI in your small business.

AI SERIES - PART 4: LEVERAGING AI FOR YOUR SMALL BUSINESS

August 27, 2024. Leveraging AI for business growth.

CREATING A WINNING BUSINESS PLAN

November 22, 2024. The best businesses start with a solid plan. Learn how to create the best plan to fit your business.

LEARN HOW TO MESSAGE YOUR SMALL BUSINESS

September 16 and December 15, 2024. This hands-on workshop will guide you to develop a clear mission, vision, elevator pitch, and 50 word description to effectively communicate your business' message.

STARTING A BUSINESS ON A LIMITED BUDGET

November 8, 2024. Can you start a business on a limited budget and still have fun? The answer is YES! Join us to learn how.

LEGAL

LEGAL CONSIDERATIONS FOR YOUR SMALL BUSINESS

September 12 and November 5, 2024. Business owners will learn what is required to legally start a business, LLC, S, and C Corp, non-profits vs sole proprietor, franchising, operating agreements, and an overview of trademarks and copyright law.

LEGAL CONSIDERATIONS FOR FRANCHISING, BUYING A FRANCHISE, COPYWRITING AND TRADEMARKS

September 19 and November 12, 2024. Get a legal overview of considerations when purchasing franchise, responsibility of the franchisor, and the key terms to be aware of when choosing to enter into a franchise business agreement.

MARKETING • ADVERTISING • ECOMMERCE

CONTENT MARKETING STRATEGY

October 31, 2024. Develop a winning content marketing strategy to attract, engage, and convert your target audience with compelling blog posts, infographics, videos, and more, while optimizing your content for SEO and social media.

CONVERSION RATE OPTIMIZATION

November 7, 2024. Discover the science of conversion rate optimization and learn how to improve your website's user experience, design, and copywriting to turn more visitors into customers.

EMAIL MARKETING EXCELLENCE

October 24 and November 26, 2024. Maximize the power of email marketing to engage your subscribers, nurture relationships, and convert them into loyal customers. This course covers list building, email copywriting, segmentation, automation, and analytics to help you create personalized email campaigns that deliver results.

FINDING YOUR CUSTOMER AND CREATING A MARKETING PLAN

November 15, 2024. Learn how to describe your customer and create a winning plan to target them.

GETTING A WEBSITE STARTED FOR YOUR SMALL BUSINESS

October 14, 2024. 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.

GETTING STARTED WITH VIDEO MARKETING

September 10 and December 10, 2024. This virtual workshop will guide participants in selecting the right video type for their online marketing goals, explore organic and paid strategies to grow email lists, and cover video engagement metrics and editing tools. We'll wrap up with a Q&A on the latest video marketing strategies for boosting visibility.

GOOGLE ADS MASTERY

October 17, 2024. Learn how to create and optimize effective Google Ads campaigns to reach your target audience, increase brand awareness, and generate more leads and sales. This course covers keyword research, ad creation, bidding strategies, and performance tracking to help you maximize ROI on your advertising budget.

THE JETSONS MEET MARKETING: TAKE YOUR SMALL BUSINESS INTO THE FUTURE WITH AI

December 11, 2024. We'll explore how AI can help small businesses create more effective advertising campaigns by automating tasks such as ad creation, targeting, and optimization.

MARKETING QUICKSTART TUTORIAL WITH CONSTANT CONTACT

September 18, 2024. Join us as we take a live look at AI doing the work for you, while increasing the quality of your marketing using the incredibly simple to use platform Constant Contact, SBC's official marketing partner.

MASTERING SEO

October 3, 2024. Discover the secrets of search engine optimization and learn how to optimize your website to rank higher on Google search results.

SHORTCUT YOUR CONTENT CREATION USING CANVA AND CHATGPT

December 18, 2024. Learn how to use Canva and ChatGPT to create high-quality, engaging videos in record time.

SOCIAL MEDIA MARKETING SUCCESS

October 10, 2024. Unlock the potential of social media for your business by learning how to craft engaging content, build an audience, and drive conversions. This course covers Facebook, Instagram, LinkedIn, Twitter, and Pinterest, helping you develop a cohesive social media strategy that delivers results.

STOP WASTING MONEY ON MARKETING: USE THE 7 ELEMENTS OF STORYBRAND TO SELL

September 20, November 11, and December 5, 2024. 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 learn to implement on your website..

YOUTUBE ADVERTISING FOR BEGINNERS

September 17, 2024. Learn the essentials of YouTube advertising for business owners, including video creation, audience targeting, and legally redirecting competitor traffic. We'll also guide you through setting up your Google Ads account and provide resources for additional help directly from YouTube.

NON-PROFIT

NON-PROFIT SERIES, PART 1: BASICS AND DOCUMENTATION

October 8, 2024. We'll discuss your nonprofit ideas, and give you the framework to develop its organizational structure, revenue model, and the right team to have at your boardroom table. State and federal documentation will be covered.

NON-PROFIT SERIES, PART 2: BOARD DEVELOPMENT AND ENGAGEMENT

October 15, 2024. Focus is on having the right team within your organizations. You'll understand the value of recruiting energetic board members and get tools to help you develop your board and keep them engaged with your cause.

NON-PROFIT SERIES, PART 3: NUTS AND BOLTS OF GRANT WRITING

October 22, 2024. We'll cover topics such as: where to find grants for your organization, the elements of a grant proposal, the keys to writing a successful grant, and why you should write a grant when other nonprofits are doing the same.

NON-PROFIT SERIES, PART 4: FUNDRAISING

October 29, 2024. Learn the basics of fundraising and how to turn your nonprofit into the revenue generator you can use to serve your community.

REAL ESTATE

REAL ESTATE BASICS FOR THE SMALL BUSINESS OWNER

September 26 and November 19, 2024. 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.

SPANISH SEMINARS

SPANISH INTRO TO FEDERAL CONTRACTING

August 29 and September 24, 2024. 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.