

# SCORE Workshops for Small Business

## How to Plan and Start a Business

In this popular workshop, you will learn how to set up your company plus some business planning, marketing, finance and more. It is designed for people who are thinking about starting a new business as well as those who have recently formed a business and need additional insight into business basics.

## Taxes for Small Business

This informative workshop will cover federal, state and local taxes for small businesses and is highly recommended for all business owners. Guest presenter is Mr. David A. Comer, CPA, tax specialist with Plante and Moran, PLLC.

## Using Social Media to Grow Your Small Business

This workshop is focused on how LinkedIn, Facebook, and Twitter can be used to cost-effectively grow your business. Attend this workshop and learn how to utilize social media to generate new business and extend your marketing efforts. Presented by Dr. Wes Martz, faculty member at WMU and president of Southwest Michigan American Marketing Association.

## Maximizing the Effectiveness of Your Website

Learn how to develop and promote your website to get more from your marketing. Special topics include online marketing fundamentals, the 7 Cs of website design, search engine optimization, and Google keyword advertising. Presented by Dr. Wes Martz, faculty member at WMU and president of Southwest Michigan American Marketing Association.

## Marketing for Small Business: How to Win and Keep Customers

For many small business owners, marketing can be a mysterious art that costs a lot of money. This workshop presents marketing fundamentals in simple yet powerful terms. Topics include creating a usable marketing plan, targeting, positioning, and effective advertising. Presented by Dr. Wes Martz, faculty member at WMU and president of Southwest Michigan American Marketing Association.

## Understanding Financial Tools for Increased Profit

During tough times, the ability to manage cash flow and interpret financial reports becomes even more critical. This workshop will explain the principles that apply to preparing traditional accounting reports and what these numbers tell you about your business and chances for success.

## Strategic Planning: What You Need to Know to Grow

How do you know if you're doing the right things? In this workshop you will learn how a strategic plan can strengthen your business, how to develop a strategic plan, translate strategy into work and to get everyone in your business involved and moving in the right direction. Come to this workshop to learn how leading organizations around the world have been using strategic planning to their benefit. The techniques and principals that will be taught can be applied to any size business to get off on the right foot and also to help existing businesses improve. Guest presenters are Paul Maguire and Steve Bagwell of Performance Success Strategies, LLC.

## Workshop Dates & Registration

Workshop dates, registration, and location details are available at [www.scorekazoo.org](http://www.scorekazoo.org). Please note that seating is limited and advance registration is recommended. If you have specific questions regarding our workshops, please feel free to call us at 269-381-5382 or email [info@scorekazoo.org](mailto:info@scorekazoo.org).

[www.scorekazoo.org](http://www.scorekazoo.org)

**SCORE**<sup>®</sup>  
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