



# Want to start your own Business?

Have you relocated to the area?

Are you a recent college graduate?

Has your job status changed?

You owe it to yourself to find out how others have taken that path to success!

No experience necessary for these workshops. Invest in yourself and your future. These topics are offered several times throughout the year so check the seminar calendar often.

**Seminars are FREE!**

## Basics of Bookkeeping

This seminar covers accounting basics that every small business owner should know. Learn your responsibilities for taxation and record-keeping to ensure you are in compliance with Federal, State and local regulations. This is a great introduction to a vital function.

## Financial Planning for Starting a Business

Learn how to construct an opening balance sheet, profit & loss statement, and sources & uses of cash statement for a start up (or on going business) to assist in managing the enterprise, capital raising, providing incentives to key employees, etc. We will also identify and compute key financial metrics to help in building balance sheets as well as tracking a company's financial health and solvency.

For more information, visit [abtech.edu/sbc](http://abtech.edu/sbc)

## How to Find Your Customers

Finding customers is about understanding your markets. Market research isn't just for startups; it's an important ongoing process for every small business. Developing a focused and effective marketing plan requires up-to date market analysis. Discover the variety of market research tools that will give you critical information about your industry and customers. Get the data you need. Suitable for those starting a business as well as those with an established business.

## Marketing Your Business

Marketing for the 21st Century small business is more dynamic and challenging than ever. Discover how to effectively and efficiently use marketing tools. Gain insights to understand and reach your customer, analyze your industry and business environment and differentiate between branding, advertising, and grassroots marketing techniques. Suitable for those starting a business as well as those with an established business.

