

# **Illinois Small Business Development Center**

## **Illinois Valley Community College**

### **Spring 2009 Workshops**

#### **Starting a Business in Illinois**

Starting a new business is both exciting and frightening. Acquaint yourself with the basic information you need to make decisions regarding starting your own business. This workshop covers registering a business name, obtaining a tax ID number, choosing appropriate forms of insurance, keeping records, choosing a legal form of ownership, computing break even points as well as discussing other start-up issues.

**Tuesday, February 10, 2009 6:30-8:30 p.m.**

**Illinois Valley Community College, East Campus, Building 11, Room 112**

**1 session - \$35**

**Beverly Malooley, Instructor**

#### **Writing a Business Plan**

A business plan is a necessity for any business, especially if you want to reduce your risk. In this course, you begin to develop the basic foundation for organizing and writing a comprehensive business plan as well as preparing revenue and expense projections. Learn why it is an important tool for long-range planning, submitting financial proposals and developing strategies.

**Tuesday, February 24, 2009 6:30-8:30 p.m.**

**Illinois Valley Community College, East Campus, Building 11, Room 112**

**1 session - \$35**

**Beverly Malooley, Instructor**

#### **Great Customer Service**

Learn how to find, attract and keep customers. Great customer service is not only low cost marketing, but it can set your business apart from larger competitors. In this course, you learn what inhibits good customer service and how to prevent it, how to handle and learn from complaints, how to transform an unhappy customer into a loyal one and how to empower employees into marketing experts.

**Tuesday, March 10, 2009 6:30 – 8:30 p.m.**

**Illinois Valley Community College East Campus, Building 11, Room 112**

**1 session - \$35**

**Beverly Malooley, Instructor**

#### **Marketing and Branding your Business**

Become your business' own marketing expert by using a little imagination and developing key marketing strategies to take your business to the next level. In this workshop, you learn how to create name recognition, to sell to your customers by appealing to their needs and their emotions, and to focus on what is truly unique about your product or service then focus on that attribute to develop a marketing plan. Many cost effective methods to marketing your business are discussed.

**Thursday, March 19, 2009 6:30 – 8:30 p.m.**

**Illinois Valley Community College East Campus, Building 11, Room 112**

**1 session - \$35**

**Beverly Malooley, Instructor**