

Entrepreneurial Leadership Education



Accounting and Tax Information for your Business
 Social Media Campaign Planning
 Creating a Business Plan and Funding your Enterprise
 Business Branding and Identity Awareness



Four Class Series Helps Entrepreneurs Master Their Business

Money Matters: Business Accounting & Taxes

Instructor: Valerie Horner
 Thursdays - February 25-March 31
 6:30 - 8:30
 \$75



As a new business owner, or a more "seasoned" one, there are always things you need to learn about accounting and taxes for your small business. Learn about::

- ◆ your entity type and taxes
- ◆ financial reports
- ◆ key performance indicators
- ◆ detailed record keeping
- ◆ permits and licenses /how to apply
- ◆ employees vs. contractors
- ◆ Deductions

Instructor, Valerie Horner, provides tax preparation and accounting consultation to business through her business, V. Horner Accounting.

The Secrets to Social Media

Instructor: Courtney Buzzell
 Thursdays - March 3, 17, 24, 31, April 7
 12:30 - 1:30
 \$50



Bring your lunch and head over to the Thomas Nelson Workforce Center in Williamsburg to learn the secrets to social media marketing!

Learn about:

- ◆ social media strategy
- ◆ time management
- ◆ content ideas

Explore:

- ◆ social media platforms
 - ◇ LinkedIn
 - ◇ Instagram
 - ◇ Facebook
 - ◇ Pinterest
 - ◇ Twitter
 - ◇ YouTube

Instructor, Courtney Buzzell, is the proprietor and marketing consultant at Proximo Marketing Strategies.

Taking Your Business Plan to the Bank

Instructor: Regina Leigh
 Tuesdays - March 8-29
 6:00 - 8:30

\$60



If you're struggling with how to take your business to the next level, learn about:

- ◆ learn the essential pieces you need in your business plan
- ◆ bank-readiness
- ◆ marketing planning
- ◆ networking
- ◆ targeting your audience
- ◆ implementation strategies

Instructor Regina Leigh is a Workforce Development Consultant and Training Specialist - Thomas Nelson Community College.

Captivating the Right Customers: Branding & Identity

Instructor: Marla Schuchman
 Thursdays - April 14, 21, 28, May 8
 \$60

DESIGN

Creating and growing a successful business hinges on creating the right branding and identity. Learn about:

- ◆ tactical branding
- ◆ customer development
- ◆ naming, look & feel, language
- ◆ copy design
- ◆ target audience analysis

Instructor, Marla Schuchman, provides marketing services to startups, small business and other organizations looking to launch new products and services through her company Three Sheep Consulting.



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The Peninsula's Community College

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DESIGNED BY:

