



2021 MICROBUSINESS SEMINAR SERIES

Session 40

All Classes Held in the Board Room of the Columbia County Chamber of Commerce
One North Front Street, Hudson, NY 12534 / Tuesday evenings 6:00 - 8:30 PM

Session 1 Tues., Sept. 28	Small Business Basics Getting your business off the ground. Realities of running a small business. Balancing your business and personal life. Working with challenging employees and customers. Economic realities of owning a business.
Session 2 Tues., Oct. 5	Laying the Groundwork Pros and cons of business legal structures, including DBAs, partnerships and various forms of incorporation. Property, casualty, workers' compensation, NYS disability and other insurance topics.
Session 3 Tues., Oct. 12	Financing Your Business Capitalization, lines of credit, banks and banking relationships. Alternative lending sources, including SBA Microloans.
Session 4 Tues., Oct. 19	Marketing 101 In a world where many activities are centered online, developing an effective digital marketing plan is important. Learn how to assess customer needs and utilize social media, search engine marketing, display advertising, content marketing, email, and more.
Session 5 Tues., Oct. 26	Managing by the Numbers Setting financial goals and priorities. Creating cash flow projections. Estimating startup costs. Pricing products and services.
Session 6 Tues., Nov. 2	Writing a Business Plan Tell the world about you and your business. Why a business plan is important. Learn how to write one that reflects your goals and sets deadlines for reaching them.
Session 7 Tues., Nov. 9	Staying Within the Lines Small business bookkeeping. Income statements and balance sheets. Software for business planning, bookkeeping and inventory. Sales tax, payroll tax and self-employment tax.
Session 8 Tues., Nov. 16	Putting It All Together (Guest Speaker TBA) Business updates from class participants. Sharing of Mission Statements. Transition to follow-up phases of the Microbusiness Program.