

Ridgefield Library, Chamber of Commerce, SCORE & RECDC Present:



SKILLSBOX: TOOLS FOR BUSINESS SUCCESS 2019

Join us as we continue a new series of workshops and programs designed to help small businesses, home-based professionals and entrepreneurs not only survive but thrive!

Simple Steps for Starting Your Own Business: A Six-Part Series

Want to start a business but don't know where to begin? This workshop series, conducted by a team of professionals from SCORE's Fairfield and Western CT Chapters, will give you the boost to get you on your way!

Space is limited so please register early at ridgefieldlibrary.org. Snacks will be served.

Attendees are expected to attend all sessions. Those who attend at least five classes may request a certificate of class completion. Snow dates are scheduled for the following day (Wednesday).

Ridgefield Library - Check in is at 5:45 PM - The programs start promptly at 6:00 PM

Tuesday , February 26, 6:00 to 8:30 PM

Self-Assessment/Business Plan

Led by successful business start-up entrepreneurs, this presentation portrays the risks and rewards of starting a business in today's competitive marketplace. The traits of successful entrepreneurs will be discussed for the purpose of assessing one's innate and acquired ability to start and manage a successful business.

Tuesday , March 5, 6:00 to 8:30 PM

Marketing Research & Strategy

This presentation focuses on the importance of market research and planning to start-up and build a competitive and successful business enterprise. Emphasis will be on sound market positioning of a small business's products or services within its target market that will enhance profitable sales and success.

Tuesday, March 12, 6:00 to 8:30 PM

Website and Social Media Marketing

How a start-up business is able to execute a successful marketing effort constitutes the core of this presentation. The successful use of online-based marketing tools, including website positioning and key social media platforms, will be extensively discussed.

Tuesday, March 19, 6:00 to 8:30 PM

Financial Reporting & Planning

This presentation reviews a business's key financial statements and walks the participants through the development of a comprehensive financial plan. The importance of understanding the key financial drivers of the business will be a center-piece of the discussion.

Tuesday , March 26, 6:00 - 8:30 PM

Your Business Plan

This session will focus on using the specific concepts discussed in the first four sessions to help you create the first draft of the business plan for your business. This session will give you the opportunity to obtain initial feedback from the presenters and from other participants.

Tuesday , April 2, 6:00 - 8:30 PM

Funding Sources/Conversations with Entrepreneurs

Learn about the funding structures required for start-up businesses today, including a presentation from lending sources specializing in start-up and small businesses. Includes discussion and Q & A with SCORE-mentored, start-up business entrepreneurs.

This program is co-sponsored by Ridgefield Library, Ridgefield Chamber of Commerce, SCORE and Ridgefield Economic and Community Development Commission. Media sponsor 98Q. Supported by Fairfield County Bank.

