Score Orlando Seminars

Start-Up Seminar Bundle Program:
Start up bundle - 5 SCORE Seminars. Cost $125 (save $50!)
*The seminars in this program are identified here with **SB.**

1. Introductory:
   - Starting Your New Business (3 hr. Cost $35. SCORE-Monthly)
   - Starting a Non-Profit (2 hr. Cost $45. Rollins-Quarterly)

2. Marketing & Sales:
   - Marketing Your Business (3 hr. Cost $35. SCORE-Monthly)
   - How To Sell (3 hr. Cost $35. SCORE-Bi-Monthly)

3. Social/Digital Media:
   - Introduction to Social Media Marketing (3 hr. Cost $35. SCORE-Bi-monthly)
   - Digital Marketing Trends with Ken Countess (2 hr. Cost $30. Constant Contact (CC)-Every 4 months)
   - The Power of Video Marketing with Ken Countess (2 hr. Cost $30. CC-Every 4 months)
   - Social Media 3-Part Series (three 2-hr sessions. Cost $90. Fox Interactive-3 times annually)
   - Build Your Brand with Blogging (2 hr. Cost $30. Fox Interactive-3 times annually)
   - Grow Your Business with Pinterest (2 hr. Cost $30. Fox Interactive-3 times annually)
   - Surefire Email Marketing Strategies with Ken Countess (2 hr. Cost $30. CC-Every 4 months)
   - Rock Your Marketing with Facebook with Ken Countess (2 hr. Cost $30. CC-Every 4 months)

4. Planning, Management, Finance and Control:
   - Building Your Business Plan (3 hr. Cost $35. SCORE-Monthly)
   - Building Your Financial Plan (3 hr. Cost $35. SCORE-Monthly. Computer lab)
   - Get Started with QuickBooks Online (QBO) (2 hr. Cost $30. SCORE-Quarterly)
   - Tackle QBO Basics (2 hr. Cost $30. SCORE-Quarterly)
   - Become a QBO Power User (2 hr. Cost $30. SCORE-Quarterly. Computer lab)
   - Funding Your Business (3 hr. Cost $35. SCORE-Bi-Monthly)
   - Tax Boot Camp (3 hr. Cost $35. SCORE-Quarterly)

5. Human Resources/Employees:
   - Effectively Managing Employees (2 ½ hr. Cost $30. Paychex-Quarterly)
1. INTRODUCTORY:

**You, Your Business Idea, How SCORE Can Help!** (3 hr. Cost FREE. SCORE-Twice monthly)
This course is for people who have limited knowledge about managing or starting a new business and/or are not familiar with SCORE's services. It is designed to explain the challenges and risks that an entrepreneur will face. It covers reasons why so many businesses fail as well as the keys to succeeding. You learn about the seminar programs and mentoring.

**Starting Your New Business** (3 hr. Cost $35. SCORE-Monthly)
For people who have limited experience starting a new business. The seminar is designed to guide you through the steps necessary for starting a business. It covers the different legal business entities, licenses needed, taxes and insurance. It explains what business plans are all about and shows you how to collect business information and research. You will learn about capital funding and the lender’s view of the borrower.

**Starting a Non-Profit** (2 hr. Cost $45. Rollins-Quarterly)
Applying for your 501(c)3 tax-exempt status can be an expensive, tedious, complex and confusing process. Here’s a chance to ask questions to avoid the common pitfalls that most non-profits make. This seminar covers all phases of creating a non-profit corporation and the paperwork required by the IRS to obtain your 501(c)3 tax exempt status.

2. MARKETING & SALES:

**Marketing Your Business** (3 hr. Cost $35. SCORE-Monthly)
For people who want to obtain trial by customers and growth for their business, whether it is a product, service or both. It explains various marketing strategies and contains many practical marketing tips. It will help you define your mission, analyze your situation, conduct research, identify your target market, and develop your marketing mix. The focus is on uniquely solving customer problems.

**How To Sell** (3 hr. Cost $35. SCORE-Bi-Monthly)
This 3 hour seminar covers the basics of selling. It will teach you how to:
- Assess and qualify a prospect’s needs
- Present the solution to their specific problems
- Handle objections
- Close the sale
- Manage your sales activities
This is a very interactive class with role-playing exercises. While it will cover the entire process of outbound sales, the majority of the material also applies to retail and inbound sales environments.
3. SOCIAL/DIGITAL MEDIA:

**Introduction to Social Media Marketing** (3 hr. Cost $35. SCORE-Bi-monthly)
This Social Media “Boot Camp” provides a high-level understanding of how to begin marketing your business using social media. You will walk away with a social media “toolkit” that will give tips and best practices for choosing the right social platform for your business type, what type of posts and best time to post for your customers and more.

**Digital Marketing Trends with Ken Countess** (2 hr. Cost $30. CC–Every 4 months)
Digital marketing can help you get an edge on your competition. Learn the top trends in digital marketing that we believe small businesses should be paying attention to right now, including Marketing Automation, Content Marketing, Video, Mobile and Big Data. Attend to get some simple ideas for incorporating them into your marketing strategy.

**The Power of Video Marketing with Ken Countess** (2 hr. Cost $30. CC–Every 4 months)
Did you know an online video can improve sales conversion rates by as much as 30%? Videos are finding their way into search engine results, email campaigns and social media each day. Learn how YouTube, Facebook Live, Instagram Stories, Snapchat and Periscope can help you grow, and show you how to create and edit video cost-effectively.

**Social Media 3-Part Series** (Three 2-hr sessions. Cost $90. Fox Interactive-3 times annually)
This 3-part course teaches you how to grow your business using social media. Get the steps to use social media with actionable items you’ll be able to implement right there in class. This combination of lecture, small business case studies and hands-on computer implementation for multiple sites will give you the tools and techniques to market your business online. Facebook, LinkedIn and more.

**Build Your Brand with Blogging** (2 hr. Cost $30. Fox Interactive-3 times annually)
A business blog is a great way to promote your company and increase your web site’s traffic; you will learn ways to integrate a blog into your company’s marketing strategy in this Fox Interactive workshop, plus how to grow your audience and develop content to connect with your readers.

**Grow Your Business with Pinterest** (2 hr. Cost $30. Fox Interactive-3 times annually)
Maybe you pinned your products or online programs on Pinterest and spent hours of your valuable time without seeing any results. You’ve heard all the stories about Pinterest but you just can’t figure out the pieces you’re missing to make it work for your business. Join us for a fast-paced information-rich session that will take you from “I don’t know what I’m doing” to “my website just doubled in a week!” The results? More traffic from Pinterest, more signups to your opt-ins, a more targeted audience on your list…and more sales.
Surefire Email Marketing Strategies with Ken Countess (2 hr. Cost $30. CC-Every 4 months)
Email Marketing continues to deliver the highest return on investment of any marketing tool, by far! This workshop will help you avoid common mistakes and maximize your emails for powerful impact! Join us for this fast, info-packed session presented by email marketing expert Ken Countess. It’s packed with tips, techniques and tools to help you navigate the dos and the don’ts for your own email marketing!

Rock Your Marketing with Facebook by Ken Countess (2 hr. Cost $30. CC-Every 4 months)
Facebook is by far the biggest, most influential phenomenon in the social media space. Find out about the latest features and algorithms to help you promote your business, how Facebook ads and Facebook Live work, and how to leverage the popularity of Facebook to generate more revenue for your business.

4. PLANNING, MANAGEMENT, FINANCE and CONTROL:

Building Your Business Plan (3 hr. Cost $35. SCORE-Monthly)
Designed for anyone who has done their business research, most of their marketing plan, and understands some basic accounting and finance. It explains the purposes and value of a plan and uses a content template to help determine what goes into each section of this plan, plus discusses Business Plan Software.

Building Your Financial Plan (3hr. Cost $35. SCORE-Monthly)
For people who have limited knowledge or understanding of basic accounting and finance. This seminar is intended to explain the methods and need for financial tracking, control and generating the financial projections necessary to develop your plan such as: cash flow, income statement, break evens and balance sheet. Taught in the Computer Lab.

Get Started with QuickBooks Online (QBO) (2hr. Cost $35. SCORE—Quarterly)
Join us for this basic class to talk about why tracking your finances are important to being successful in your business. We will also teach you about the different types of QuickBooks subscriptions, help you determine the best one for you and review the set up options to help you get started on the right foot.

Tackle QBO Basics (2hr. Cost $35. SCORE—Quarterly)
Join us to learn how to enter basic transactions including creating invoices, making deposits, recording expenses, bills and checks. We will also talk about how to use bank feeds and set up rules to save you time; and walk through a standard process of how to reconcile your accounts. All this, plus tips and tricks within the software you may not be aware of.
SCORE Orlando Seminars

(Planning, Management, Finance & Control continued...)

**Become a QBO Power User** (2 hr. Cost $35. SCORE –Quarterly)
Join us for this QuickBooks online class to learn about the basic reports and how to create them for your company. We will also discuss the Receipts functions within the product, and some additional apps that can bring even more power to your product. Learn how to set up your budget as well as common errors and how to correct. A Q&A session follows to answer any specific questions you may have. Taught in the Computer Lab.

**Funding Your Business** (3 hr. Cost $35. SCORE-Bi-Monthly)
For people who think they might need funding for their business. It is designed for start-ups and existing businesses with cash flow or capital issues. The seminar explains the various sources of funds, their lending criteria and how they differ.

**Tax Boot Camp for Small Business** (3 hr. Cost $35. SCORE-Quarterly)
This seminar is specifically developed for small business owners who have little to no experience or understanding of the role and impact of income taxes. The seminar is facilitated by a Tax Professional and is designed to provide ideas and tax strategies that can be shared with one’s tax advisor. This is a “must take” course for anyone who is serious about saving significant tax dollars.

5. HUMAN RESOURCES/EMPLOYEES:

This Paychex course is designed for small business owners or managers with leadership and supervising responsibilities. It focuses on how to hire an employee, as well as day-to-day employment issues such as harassment, discipline, keeping employee files and employee separation. (*Continental Breakfast provided.*)

**Effectively Managing Employees** (2 ½ hr. Cost $30. Paychex-Quarterly)
This Paychex course is designed for small business owners or managers with leadership and supervising responsibilities. The seminar focuses on how to retain good employees and improve their overall job satisfaction. It covers management styles, managing expectations, and the importance of effective communication. (*Continental Breakfast provided.*)

**Fair Labor Standards Act (FLSA)** (2 ½ hr. Cost $30. Paychex-Quarterly)
This Paychex seminar covers the basic guidelines, rules and regulations for paying exempt and non-exempt employees. It also discusses Independent Contractors. Learn more about the Fair Labor Standards Act and the various tests used to determine employee status. (*Continental Breakfast provided.*)