



# CREATE or GROW YOUR BUSINESS!

You have the power to create whatever you can visualize.  
Our 14 week class will teach you how to make your business vision a reality!  
This program is aimed at individuals who want to start a new business.  
It also targets those who want to grow an existing business.

## “VISION TO VENTURE”

Self-Employment Training

### FREE ORIENTATION and REGISTRATION MEETINGS:

February 2, February 16 – 6–7 pm  
February 12, February 26 – 12–1 pm

Classes taught by  
Instructors  
Polly Mertens  
and Sergio Zepeda

Come to our free orientation  
to meet the instructors, to  
learn about the course and  
to register.



*Partners for the life of your business!*

**Sign up for an  
orientation at  
[www.MCSCorp.org](http://www.MCSCorp.org)  
or by calling  
(805) 595-1357**



MCSC/WBP funded in part through  
a cooperative agreement with the  
U.S. Small Business Administration.



**Scholarships are available**

**CLASSES START MARCH 2nd  
MARCH 3rd in Spanish**

**Please TELL A FRIEND** Mission Community Services asks you to pass the word.  
Please share this announcement with a friend. Everyone is welcome.

## Self-Employment Training Syllabus - Spring 2010

[This schedule is preliminary & subject to change.](#)

### Module I: Business Start-Up Basics

<u>Session</u>	<u>Topics</u>
1	Orientation and Registration Events
2	Course Objectives, Introductions, Personal Finances
3	Setting the Stage for Business Development, Getting Organized Intro to Marketing, Business Entities, Intellectual Property

### Module II: Marketing and Feasibility

4	Library Research, Clarify Product/Service Features & Benefits
5	Marketing & Pricing, Business Finances, Personal Cash Flow
6	Promotion & Advertising, Customer Service, Sales

### Module III: Business Finances

7	Internet, Review Star-Up, Fixed & Variable Cost, Vision Boards
8	Business Financing, Business Cash Flow, Financial Statements

### Module IV: Business Management

9	Financial Statements, Operations Plan, Business Management
10	Mission Statement, Investing, Writing the Business Plan, Financial Plan, Marketing Plan

### Module V: Business Plan Writing and Peer Accountability through MasterMind

11	Components of a Winning Business Plan, Tax Issues
12	Business Plan Writing, MasterMind Groups
13	Business Plan Writing, MasterMind Groups, Practice Elevator Speech
14	Strengthen/Form MasterMind Groups, Support for Business Plan Writing, Closing Activity <b>GRADUATION</b>

**For more information, please contact:** Mission Community Services Corporation—Women's Business Partners  
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