



CAMBA Small Business Services

SPRING 2011 BUSINESS WORKSHOPS

April, May, and June 2011

Registration is Required: Call 718-282 2500, email smallbiz@camba.org or fill out the registration form and give to staff member. **Location:** 884 Flatbush Ave (Corner of Church Avenue) Brooklyn, NY 2nd Flr 11226 **Directions:** by subway: B, Q, 2 or 5 to Church Avenue by bus: B41 to Church Ave or the B3 to Flatbush Ave

MODULE 1: Social Media U.

This module is intended for those with an existing business or are writing a business plan in preparation to start one. You'll work in our computer lab and actually build up a social infrastructure for your business on the following platforms:

- Facebook, LinkedIn, Twitter pages
- Blogging
- Local Social Media (Yelp, Groupon, Google Maps)

COST \$100. Upon completion of requirements \$50 will be refunded

Students must attend each class. This module spans the first 3 Thursdays of Each Month from 2-5PM. First class of module on Apr 7, May 5, Jun 2

Subsequent classes: Apr 14, 21 May 12 19 Jun 9, 16



MODULE 3: Basic Marketing

This module is intended for existing or startup businesses that want a better understanding of marketing.

- Class 1 (1st Tue of ea mo): Marketing Basics
- Class 2 (2nd Tue of ea mo): Website Basics
- Class 3 (3rd Tue of ea mo): SEO & Social Media basics

COST FREE

Students don't have to attend each class, but it's recommended as the material is cumulative. This module spans the first 3 Tuesdays of Each Month from 3-5PM. First class of module on Apr 5, May 3, May 31

Subsequent classes: Apr 12, 19 May 10, 17 Jun 3, 10

Our Standalone Classes

Loan Information Session 3PM-4PM

Join us for a short info session on how to apply for CAMBA's small business loans up to \$15,000.

Every Week on Thurs

Writing a Business Plan 101 3PM-5PM

This workshop focuses on the foundation of writing a business plan. Learn the basic outline, techniques to help you finish it, and resources to help you get started.

1st Tue. Each Month: Apr 5, May 3, Jun 7

Credit Repair 11AM-1PM

Learn the secrets debt collectors don't want you to know to repair and rebuild your credit and deal with debt collectors.

1st Tue. Each Month: Apr 5, May 3, Jun 7

How to Buy a Home 6PM-8PM

We'll show you the steps everyone needs to take to find a home and pay for it. Learn about credit issues, places to look, how much you can afford, and mortgage options.

2nd Wed. Each Month: Apr 13, May 11, Jun 8

Foreclosure Prevention 6PM-7PM

Attend this free session if you are having trouble making your mortgage payments or your lender has filed a foreclosure notice. Come to our session to learn what steps you can take to avoid losing your home.

3rd Wed. Each Month: Apr 20, May 18, Jun 15

COST FREE

MODULE 2: Entrepreneurial Finance 101

This module is intended for existing or startup businesses with a need to develop and manage and understand basic financials statements. If you are applying for a loan, this class is essential! The class will cover:

- Cash Flow
- Profit and Loss
- Balance sheet
- Industry-specific topics

COST FREE

Students must attend each class. This module spans the first 3 Wednesdays of Each Month from 2-5PM. First class of module on Apr 6, May 4, Jun 1

Subsequent classes: Apr 13, 20 May 11, 18 Jun 8, 17



Entrepreneurial Assistance Program 60-Hour Business Plan Development

This 10-week business development workshop guides existing and startup businesses in writing a business plan. Topics covered include:

- Industry analysis, market research and target market
- Competitive analysis
- Developing financial projections
- Marketing
- Taxes, legal structures, and intellectual property

COST \$300. If taken with Social Media Module, \$50 will be discounted; When business plan is completed \$50 will be refunded.

Open House is being held Mar 30 from 6-7PM. Starts on Apr 4 held every Mon & Wed from 6-9PM