

BOOST YOUR BUSINESS

During these challenging times, businesses must adapt -- and FAST -- to our changing circumstances. So, we are offering these timely classes to support Thurston County Small Businesses, and they are **FREE to businesses in Thurston County**.

SOCIAL MEDIA & CONTENT MARKETING FOR BUSINESS

In this 5-hour course, we'll cover why and how of using social media for business purposes across a number of different platforms, and we'll discuss content marketing, positioning yourself as an expert, metrics and engagement. We'll talk specifically about using Facebook, Instagram, YouTube, Google, Pinterest, LinkedIn and Twitter for business purposes. We'll discuss tools for managing your social media posts in aggregate, like Hootsuite, Buffer, and Tailwind. We'll have a brief overview of each platforms' business uses, and provide you with further resources to learn and master any platform that you like.

June 22 & 24, 6:00 - 8:30 p.m. Virtual Class

REGISTER NOW by emailing:
Office@EnterpriseforEquity.org

All three of these FREE classes are live, interactive, instructor-led classes on Zoom.

EnterpriseforEquity.org

ECOMMERCE 101 FOR BUSINESS OWNERS

In this course, we'll talk about your website itself, and the variety of shopping cart platforms that are available. We'll cover choosing what products and/or services to offer online, and how to present them. In addition, we'll discuss other online distribution channels, merchant processing, shipping and sales tax, and order fulfillment. And, we'll discuss Search Engine Optimization across all platforms to support your new or existing ecommerce operation. In addition, we will discuss funnel systems, email broadcasting, and conversion. There will be dedicated time for questions and answers, so that we can address your specific needs.

July 2 & 9, 6:00 - 8:30 p.m. Virtual Class

BUSINESS FINANCIALS 101

This series supports small business owners by helping you increase your business financial savvy, so that you can make better business decisions and take home more. In order to access funding resources for emergencies like COVID or for start-up or expansion costs, you have to have your business finances in order. In addition, if you want to see if you are ready to hire employees, to buy more inventory, etc., you need to be able to crunch your numbers for each of these potential scenarios to determine their current viability. In this class, we will cover business record keeping, accounting systems, financial reports such as P&Ls and balance sheets, profitability, cash flow projections, and tax and loan prep. We'll have dedicated question and answer time, so that we can discuss your specific concerns and situation.

August 6, 13, 20 & 27, 6:00 - 8:00 p.m. Virtual Class

