



**Atlanta
Urban League**

*Empowering Communities.
Changing Lives.*

The United Way Building
100 Edgewood Avenue Suite 600
Atlanta, GA 30303
404-659-1150

<p>Series Only \$99 Individual Classes Are Only \$20</p>	<p><i>Start-up Essentials for Entrepreneurs</i> Get a FAST START for your business. Walk-ins are welcome. You can start the series with any class. Attend any 7 of the 9 modules to qualify for the TEC Certificate of Completion. For more details, call 404-969-5572, visit www.atltec.org, or email: tecinfo@atlul.org Sign-in 6:00-6:30 p.m. Class from 6:30 -9:30 p.m.</p>
<p>September 16 (Th)</p>	<p>Planning For Your Success Business plans can seem overwhelming to start and often get shelved. Very few make it out of an in-basket to be reviewed by loan or investment professionals. Learn the essential components of writing a plan that will not only get attention but also serve as a guideline by which to measure your progress.</p>
<p>September 20 (M)</p>	<p>Organizing Your Start-up This workshop focuses on 3 essentials: business structure and taxes; recordkeeping, and human resource considerations. Not being in compliance carries significant consequences. The importance of creating and maintaining proper documentation is often not given the priority it deserves. Policies and procedures are often implemented in crisis mode rather than by design. Participants will get a solid foundation that will make a difference.</p>
<p>September 23 (Th)</p>	<p>Accounting and Tax Essentials for Start-ups Introduction to tracking income and expenses; the importance of understanding your P&L and Balance Sheet; budgets and projections.</p>
<p>September 27 (M)</p>	<p>Marketing Research and Venture Feasibility Is your idea worthy of time and monetary investment? Will you have a large enough audience to make a profit? Will you have a competitive edge over other suppliers? Do you know what it will take to break even? This session will explore the elements to be evaluated when considering a business start-up.</p>
<p>September 30 (Th)</p>	<p>Marketing Makes the Difference Spur of the moment advertising decisions are usually costly and often unproductive. Put a well-structured and effective marketing strategy into place to build your name recognition in your market niche. Increase the mileage you get with your marketing dollars. Learn how to evaluate and choose your active and passive marketing options. The course will provide the fundamentals of creating a solid understanding of business marketing.</p>
<p>October 4 (M)</p>	<p>Networking: Creating Connections Become more effective in how you select events and other activities; how to get beyond hello and why follow-up and follow through are critical. Learn how to use social media more effectively.</p>
<p>October 7(M)</p>	<p>Financing Your Business Completing loan applications and generating business projections for business plans are essential to gaining financial support for your business. Your success depends on understanding the issues that impact not only your bottom line but your cash flow as well. From financial statements to collections.</p>
<p>October 11 (Th)</p>	<p>The Internet, Social Networking and Your Business Learn the most important elements for a successful website and how to make e-Commerce profitable for your business. Learn how to evaluate the webmaster skills so that you will make the best use of your monies and optimize your marketing results. From search engines to creating traffic, from database development to newsletters and blogs, from the use of animation to e-books, this course will take the novice to a solid understanding of one of today's business essentials.</p>
<p>October 14 (M)</p>	<p>Customer Service Makes the Difference 68% of customers leave because of the indifference of the employees or service provider. That is why every business person should know that acquiring and retaining customers is essential for a business to grow and prosper. Create and implement policies and procedures to ensure the quality customer service worthy of repeat and referral business.</p>
<p><i>One on One Coaching Sessions are Also Available by Appointment!</i> <i>Each class in the series will be offered three times during our Fall 2010 schedule.</i></p>	