



**The Lenoir Community College Small Business Center has scheduled a series of free webinars to help small businesses cope with the changing environment caused by COVID-19. Please take a moment to explore the many options offered in this series to assist you as you explore ways to improve your business. This series offers something for everyone.**

You may pre-register for any of our available upcoming workshops as follows:

- a) Go to **Small Business Center** on the Lenoir Community College website [www.lenoircc.edu](http://www.lenoircc.edu)
- b) Click on **Workshops**, then scroll down and click on **Find More Events**
- c) Change the time period in drop-down window to one year, select **Search**, then click **Register** to make your selection(s)
- d) Follow instructions to enter information

**If you have any questions, please contact Greg Hannibal at (252) 522-8021, or by email at [gjhannibal18@lenoircc.edu](mailto:gjhannibal18@lenoircc.edu).**

## **Dynamite Marketing on a Firecracker Budget**

**Presenter: Mike Collins**

**Date: Monday, August 3, 2020**

**or**

**Date: Tuesday, August 4, 2020**

**Location: Online Webinar**

**Class: 7:00 – 8:00 p.m.**

**Class: 2:00 – 3:00 p.m.**

**Fee: FREE**

Successful business owners know that marketing is the most important part of any business. Believe it or not, even in today's challenging marketplace, it has never been as easy or economical to do great, profitable marketing!

In this webinar you will learn:

35 Ways to grab new customers in a tight economy

How to choose the social media your customers pay attention to

How to network quickly and easily in a keep-your-distance marketplace

The Top 5 Marketing tools every business needs

How get inexpensive creative assistance

If you can't market successfully you will simply end up with an expensive hobby. Join us in this webinar and find out how great, profitable marketing has never been simpler.

## **How to Bill and Collect for Online Services**

**Presenter: Martin Brossman**

**Date: Thursday, August 6, 2020**

**Location: Online Webinar**

**Class: 1:00 – 3:00 p.m.**

**Fee: FREE**

In this webinar we will cover ways to ensure you get paid, as well as strategies to make sure you are working with clients that can afford you.

Building good customer relationships and communicating your value throughout the customer interaction are key. We will show you how to have a clear agreement upfront with the right balance of deposit and payments.

We will also cover setting and maintaining clear expectations along with confirming they are met. Your goal is not to exceed expectations but to deliver exact expectations that yields both payments and referrals.

## **Time Management for Small Business Owners**

**Presenter: Mike Collins**

**Online Webinar**

**Monday, August 10, 2020**

**Class: 7:00 – 8:00 p.m.**

**or**

**Tuesday, August 11, 2020**

**Class: 2:00 – 3:00 p.m**

**Fee: FREE**

What would be a perfect workday for you? Can you describe it? If you could only get a handle on your time, meet your priorities, work more effectively with the people around you, dig out from under the paperwork and email avalanche and move closer to a balanced life, wouldn't that come close to a perfect workday? This workshop will help you:

- Set and track priorities
- Meet timelines and deadlines
- Deal with crisis and conflict
- Handle the information avalanche

## **How to Start an Internet Retail Business**

**Presenter – Steve Carver**  
**Date: Thursday, August 13, 2020**

**Location: Online Webinar**  
**Class: 1:00 – 3:00 p.m.**

**Fee: FREE**

This workshop will provide details of the step by step process for creating an internet business. Under this easy to understand format you will receive valuable tips and learn effective strategies for making sales the first day you go online!

Protect your security, profits, and reputation. Start writing your business plan around one of the various products that are available for starting a business now!

## **How to Start a Non-Profit Organization**

**Presenter: Calvin Patterson**  
**Date: Tuesday, August 18, 2020**  
**Class: 10:00 a.m. – Noon**

**Location: Online Webinar**

Starting a non-profit organization can be challenging. Are you familiar with the primary areas of focus that will ensure that you can successfully deliver programs and services to your community?

This seminar carefully details the many aspects of starting and effectively managing a non-profit organization for productive results, provides clear guidance to help you through the planning process, and outlines the skills you need to develop a winning strategy to engage partnerships, attract sustaining financial support, and deliver meaningful services.

## **How to Apply for 501(c)(3) Non-Profit Status**

**Presenter: Teresa Lewis**

**Location: Online Webinar**

**Date: Tuesday, August 25, 2020**

**Class: 5:30 – 7:30 p.m.**

**Fee: FREE**

Section 501(c)(3) is part of the US Internal Revenue Code that allows for federal tax exemption for non-profit organizations. In addition, receiving this exempt status is vital to receive grants and tax-deductible donations.

Participants will learn the step-by-step process to applying for this exemption through the IRS.