

***On track to success….All Aboard!***

These training programs focus on giving you the training you need to start and run your small business.

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| **Courses** | **Description** |
| Entrepreneurship | What it takes to start a business and be an entrepreneur |
| Elevator Pitch | Creating high impact presentations; |
| Accounting | Quick Books training session, multiple levels; Understanding business metrics; |
| HR issues | Review key factors on when and how to hire. A step by step guide and training program. |
| Marketing: | Developing your story; Developing your calendar; Identify your audience and determine how to market to each segment; Developing an effective website; cross channel marketing; Understanding consumer behavior; Developing your marketing plan; Press releases; marketing with online video; Sales; and more |
| Public Relations: | Course will walk you through the PR process for small businesses |
| eCommerce: | Learn more about doing business successfully online |
| Networking: | Expanding your sphere of influence; Learn how to network and turn those leads into clients |
| Working a Tradeshow | Instructions on maximizing your trade show outcomes |
| Non-Profits/ Grant Writing | Getting started; Grant writing |
| Government Contracting | Primer on Government--Getting started |

***These are some of the courses available. More to come in 2023.***