



**PAULA DIXON, OWNER**  
Imperial Health Services, LLC

## How to Start a Business

Understand the basics of starting a business in this seminar that takes you from idea to opportunity. Learn key strategies for start-up, financing and marketing as well as important information about legal issues, licensing, zoning, operations and more. Discover the resources available to help you start and successfully operate your business.

1/7 T 6:00 – 8:00 p.m. ONLINE  
3/17 T 6:00 – 8:00 p.m. ONLINE  
5/6 W 6:00 – 8:00 p.m. College Station-Kannapolis Rm. 121

## Info Technology for Start-Ups

Technology is making it possible for small businesses to compete on a large scale. But what kind of technology do small business owners really need when starting out and funds are tight? Find out the “must haves” from IT expert Brad Walser at this IDEA Center seminar as he walks you through the hardware/software maze. Discover how to evaluate your IT needs, where to go for help in setting up the basics, how to save money and more.

1/14 T 6:30 – 8:00 p.m. City Tavern, Downtown Salisbury



## SEMINARIO SOBRE COMO COMENZAR UN NEGOCIO EN CAROLINA DEL NORTE

En este seminario gratis y en español usted recibirá información sobre todo lo que debe saber sobre cómo comenzar un negocio, como licencias, requisitos del estado, financiamiento y ayudas locales y oficiales disponibles. Para más información llame al 980-729-8273.

5/13 W 6:00 – 8:00 p.m. Cabarrus Business & Tech. Ctr. Rm. 9281

## Facebook for Nonprofits: Raising Funds

Explore the Facebook fundraising and donation tools available to nonprofits. Learn how to set up your organization to accept donations on Facebook without fees and let supporters create fundraisers on behalf of your nonprofit. If you have a nonprofit interested in raising funds, this session is for you.

1/15 W 9:00 – 10:30 a.m. ONLINE  
3/18 W 6:00 – 8:00 p.m. Cabarrus Business & Tech Ctr. Rm. 9281

## Business Plan Basics

A business plan can be the most important tool a small business owner has. Learn how to turn your ideas into a solid plan for financing and long-term success. This seminar teaches you the important components of a business plan. Find out how marketing, operations, and finance are interrelated. Discover how a business plan is used by potential lenders, the dos and don'ts of writing a plan and steps for making the process easy. This seminar is designed for new and established business owners.

1/16 TH 6:00 p.m. – 8:00 p.m. ONLINE

## Best Businesses to Start Now

What's the best small business to start in 2020? A service business, retail, manufacturing or direct marketing? This session goes beyond getting the “hot list” to delving into creating a business that fits you—the key to business success. Join popular speaker Mike Collins as he shares how to spot high-potential businesses and how to turn your skills or hobbies into a viable venture. Participants will also receive a free copy of his e-book *The Best Small Business to Start Right Now*.

1/21 T 6:00 p.m. – 8:00 p.m. ONLINE

## How to Create Videos for Your Business

Videos have become one of the most powerful tools to promote your business. Learn how to create and post your videos for maximum impact. Find out the latest on content, tools of the trade and how to do a quality video, even if you're a novice. Join Ja'Net Adams online for the top tips on using videos for your business.

1/29 W 6:30 – 8:30 p.m. ONLINE

## Create a Marketing Plan

When it comes to marketing, small business owners run the risk of wasting time and money on tactics that don't work or yield little results. That's why a well thought out plan for how you will advertise, use social media, do PR, network and spend on events is so important. Marketing expert Sherré DeMao takes you through the steps for creating a solid marketing plan.

2/5 W 6:00 – 8:00 p.m. ONLINE

## Selling Online Using Facebook Shop

Facebook Shop is a section of your Facebook business page where customers can browse your catalog and purchase products. Explore the benefits of using this free resource for your business. Learn how to set it up, the dos and don'ts, and how to get the most from it. If you don't have a Facebook Shop, you could be missing a huge opportunity. Online marketing expert Nick Hawks shows you how easy it can be to “sell to the world” for free.

2/10 M 6:00 p.m. – 8:00 p.m. ONLINE

## Business Funding Panel

Hear about the various funding options available to small business owners including traditional and non-traditional lending, investors, and special programs. Join a panel of experts at the IDEA Center to learn how you can access the capital you need to start or grow your business.

2/11 T 6:30 – 8:00 p.m. City Tavern, Downtown Salisbury

## How to Brand Your Business

You are your company's brand, and how customers experience every aspect of your company is part of that brand. Learn from marketing expert Sherré DeMao as she helps you understand and embrace the key factors of branding that yield powerful, loyalty-building results.

2/13 T 6:00 – 7:30 p.m. ONLINE

## Getting Started with WordPress – Intermediate

If you're already familiar with WordPress and want to jump right in with design and customization for your business website, this hands-on session is for you. Join instructor Teresa Broadway in this 4-hr. workshop that covers formatting, themes, graphics, plug-ins, SEO, and security as well as tips for marketing your website.

2/17 M 1:30 – 5:30 p.m. Cabarrus Business & Tech Ctr. Lab 9101

## Seminars | FREE and open to the public

### Proposal Writing 101

You've found an RFP that your business is perfect for, now what? Learn how to respond to opportunities by writing proposals that enhance your chances of winning a contract. Discover how to write a proposal that shows why your company is the best one for the job.

2/19 W 6:00 p.m. – 8:00 p.m. ONLINE

### How to Use QuickBooks Online Edition

Discover how the online version of QuickBooks can streamline your business recordkeeping. Learn how this popular software can be used to record income and expenses, enter checks and credit card payments, write checks, track customer billing, prepare financial statements, reconcile bank accounts, and more.

3/4 W 6:30 – 8:30 p.m. North Campus, Lab 4126  
5/27 W 6:30 – 8:30 p.m. Cabarrus Business & Tech. Ctr. Lab 9206



### Business Pitch Competition Coming Soon!

Get ready for a regional business pitch competition! Official announcement will come soon. Plan to enter and compete for \$10,000, \$5,000 and \$2,500 in funding. Check your email in the upcoming weeks for more information. For now, save the date Tues. Jan. 14 at City Tavern in Salisbury and Wed. January 22 at Cabarrus Brewing in Concord where you'll be able to record a short video pitch to enter!

### Funding Your Business

Financing continues to be a challenge for many small business owners. Questions range from, Who will give me money for my business idea and what do they need from me? to, How will this business make money and will it be enough to pay back a loan or attract an investor? Get to the heart of business financing and learn the advantages and disadvantages of the different types of funding sources.

3/10 T 6:00 – 8:00 p.m. ONLINE

### Digital Marketing for Small Business Owners

Buying decisions today, more often than not, involve some type of internet interaction—reviews and recommendations, social media conversations, digital ads, websites, location maps and online shopping portals. This means understanding where your business fits in the digital space and how to get the most from it are a must for any small business owner. Gain a better understanding of digital marketing and lay the groundwork for an effective digital marketing strategy.

3/26 TH 9:00 – 12:00 p.m. College Station in Kannapolis Rm. 118

### Free Google Resources for Your Business

Discover the benefits of Google apps that are essential to small business owners. Many are simple, low or no-cost tools that can help with organization, communication, marketing, and management in the day-to-day operations of a business. We'll explore Gmail, Google Calendar, Google Docs, Google Drive, Google Translate, Google Voice, Google Hangouts, YouTube and Google My Business.

4/9 TH 6:00 – 8:00 p.m. ONLINE



### Want free one-on-one business counseling?

Register at [www.rccc.edu/sbc](http://www.rccc.edu/sbc)  
Click under SBC Resources

To register for seminars or for additional seminars, events and updates check our website [www.rccc.edu/sbc](http://www.rccc.edu/sbc). Also, be sure you're on our email list!

## Small Business SPOTLIGHT

Nurse Practitioner Paula Dixon always wanted a career in healthcare. When she joined the army right out of high school, she knew the education and training she would receive would put her on the right path. She first became a CNA in the military and once discharged, became an RN working at medical centers for several years. But her goal was to achieve a higher level in the nursing profession, one where she could prescribe medication and eventually open her own health clinic.

That dream was realized last September when Paula opened Imperial Health Services, LLC in Kannapolis. "Everything I've done through the years, the opportunities I've had have prepared me for this," the longtime Kannapolis resident said. But even with almost 19 years in healthcare, Paula knew opening her own business would be a big step. So her husband began searching for assistance and found the Small Business Center.

"The Small Business Center gave me the blueprint for success and helped me with my business plan, which led to funding to open the practice." Paula's practice is steadily growing keeping her busy between the four exam rooms. Find out more on her Facebook page, <https://www.facebook.com/pauladixonfnp/>.



Please register at [www.rccc.edu/sbc](http://www.rccc.edu/sbc)

## SEMINARS | FREE and open to the public

### How to Use Facebook Live to Market Your Business

Facebook Live is a great way to market your business, establish yourself as an expert, reach a broader customer base, promote your products, and engage your customers. However, there is a strategy for how to maximize effectiveness. Learn how to use Facebook Live, tips and tricks to get more exposure and engagement, and strategies to implement in order to promote your video before, during, and after recording.

4/13 M 6:00 – 8:00 p.m. ONLINE

### Bricks and Mortar: Finding the Best Location for Your Business

Choosing a location to set up shop is a difficult decision for many business owners. Appropriate space, cost, traffic patterns, demographics and lease negotiations are just some of the considerations. Join us for this IDEA Center session on finding the best location for your business. Discover the secrets of lease negotiations and hear about the different options available.

4/14 T 6:30 – 8:00 p.m. City Tavern, Downtown Salisbury

### Building a Strong Brand

Strong businesses build their brand to be authentic, cohesive and compelling. While your logo is the visual cornerstone of your brand, your brand is much bigger than a visual symbol. In this session, we'll cover the ins and outs of branding and what to consider as you brand (or rebrand) your business.

4/16 TH 6:00 – 8:00 p.m. ONLINE

### Emotional Intelligence for Business Success Pt. 1

The business world is full of unexpected surprises and those who learn to use their Emotional Intelligence to navigate through them have been known to have long-term success. This workshop is designed to increase your self-awareness in your role as an entrepreneur, improve your ability to communicate under pressure and help you focus on solutions to bounce back more quickly. You will learn to recognize the emotions of others and use that data to respond, rather than react under pressure.

4/23 TH 2:00 – 4:30 p.m. ONLINE

### Emotional Intelligence Pt. 2

At some point in every business owner's career, big events can threaten to disrupt their business. Whether it comes in the form of a client issue, natural disasters, or large disruptions outside their control, how the business owner responds can make or break their company. When important decisions need to be made, having the ability to assess the situation and choose the best solution is crucial. Learn how to enhance and implement your emotional intelligence skills so that decisions made during big events put your business on the path to success.

4/30 TH 2:00 – 4:30 p.m. ONLINE



### Seminar Locations:

**North Campus:** 1333 Jake Alexander Blvd., S., Salisbury, N.C. • **IDEA Center @ City Tavern:** 113 E. Fisher St., Salisbury, N.C.  
**College Station - Kannapolis:** 489 North Cannon Blvd., Kannapolis, N.C. • **Cabarrus Business & Technology Center:** 660 Concord Pkwy N., Concord, N.C.



## from kitchen TO RETAIL

Do you make a food product that you would love to take to the marketplace? Find out how in this four-day course that covers what you need to know to get your specialty food item in stores. Learn about product sourcing, quality, processing and packaging, food safety and marketing.

**Feb. 4, 11, 18, 25**  
**Tuesdays | 6 - 8 p.m.**

**Rowan-Cabarrus Community College**  
**North Campus, Room 4133**

1333 Jake Alexander Blvd., S. | Salisbury  
**Tuition \$70 Register: [www.rccc.edu](http://www.rccc.edu)**

*click WebAdvisor and follow the prompts for  
Continuing Education registration.*

### Marketing Your Business

When it comes to marketing, small business owners run the risk of wasting time and money on tactics that don't work or yield little results. Find out what is working from area entrepreneurs and marketing professionals. Join the discussion at the IDEA Center as we explore current marketing trends in both social media and traditional marketing methods.

5/12 T 6:30 – 8:00 p.m. City Tavern

### Using Instagram to Market Your Business

Learn how to effectively use Instagram to stay top of mind with current customers and attract new ones. Explore the features of this popular social media platform and discover why it's especially important today for business owners. This sessions covers using creativity, creating a winning profile, developing interesting content, using hashtags, scheduling posts, evaluating effectiveness and other features. Find out why Instagram may be the most appropriate platform for your business.

5/19 T 6:00 p.m. – 8:00 p.m. Online

Please register at [www.rccc.edu/sbc](http://www.rccc.edu/sbc)