



BUSINESS BASICS

Course Calendar

All classes are held in-person from 6:00pm until 8:30pm at the Bremerton KCR office at 845 8th Street.

	Date	Section	Class Topic
1	10/26/2021	Getting Started	Your Personal Financial Plan and Visualizing Your Business Dream
2	11/2/2021	Marketing	Defining Your Business
3	11/9/2021	Marketing	Branding & Marketing <ul style="list-style-type: none"> • Defining your ideal client; • Finding your ideal client.
4	11/16/2021	Sales	Creating a Sales Plan <ul style="list-style-type: none"> • Communicating through the sales cycle • Creating an elevator speech
5	11/23/2021	Financials	Know Your Numbers, Part 1: <ul style="list-style-type: none"> • Sales costs, profit • Per unit pricing • Expenses
6	11/30/2021	Financials	Know Your Numbers, Part 2: <ul style="list-style-type: none"> • Cash flow • Break even • Profit & Loss statement
7	12/7/2021	Operations	Legal, Taxes and Licensing <ul style="list-style-type: none"> • Choice of Legal Entity • Business Licenses • Taxes and Insurance
8	12/14/2021	Operations	Business Success Systems <ul style="list-style-type: none"> • Getting and staying organized • Bookkeeping systems

			<ul style="list-style-type: none">• Goals and Time Management
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