

## REGISTRATION FORM

Name: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

### The cost of Individual SCORE seminars are:

<b>Starting Your New Business</b>	\$40
<b>Building Your Business Plan</b>	\$50
<b>Marketing Your Business</b>	\$50
<b>How to Start a Non-Profit Corporation &amp; Obtain 501(c) (3) Status</b>	\$40

### The cost of more than one SCORE seminar is:

<b>A 2-Seminar Package is</b>	\$75
<b>A 3-Seminar Package is</b>	\$100
<b>A 4-Seminar Package is</b>	\$140

### What Seminar(s) will you be attending?

Seminar: \_\_\_\_\_

Date: \_\_\_\_\_

Seminar: \_\_\_\_\_

Date: \_\_\_\_\_

Seminar: \_\_\_\_\_

Date: \_\_\_\_\_

Seminar: \_\_\_\_\_

Date: \_\_\_\_\_

### Mail registration form with payment to SCORE.

#### Payments may be made by cash or check.

(make check payable to SCORE):

315 East Robinson Street, Suite 100 - Orlando, FL 32801

Credit card payment (MasterCard, Visa, or Discover) is accepted for preregistration only and not accepted on-site. Please contact the SCORE office directly at 407-420-4843 to provide your charge card information.

### SCORE is located at 315 East Robinson Street in the Landmark One Building.

#### From I-4 Westbound

- Take Exit #84 - Colonial Drive
- Take left onto Colonial Dr. - proceed 1 block east
- Take right onto Orange Ave. - proceed 4 blocks south
- Take left onto Robinson St. - proceed 2.5 blocks east
- Parking is located behind the building on Ridgewood St.

#### From I-4 Eastbound

- Take Exit #83 - Robinson Street
- Take right onto Robinson St. - proceed 3.5 blocks east
- Parking is located behind the building on Ridgewood St.

#### From SR 408 Westbound

- Take Exit #11 - Rosalind Avenue
- Take left onto South St. - proceed 1 block west
- Take right onto Rosalind Ave. - proceed 7 blocks north
- Take right onto Robinson St. - proceed 1 block east
- Parking is located behind the building on Ridgewood St.

You may park in the garage located just north of the Landmark One building, which is accessible from Ridgewood Street.



## SCORE®

Counselors to America's Small Business

Orlando SCORE Chapter 138

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## Educational Workshops & Seminars July - December 2009

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## Starting Your New Business

This seminar is designed to guide you through the steps necessary for starting a new business. We will cover the reasons why so many fail as well as the keys for succeeding. The seminar is a must if you're planning a new business or have just started one. \$40

### Topics include:

- Personal Review
- Research and Information
- Forms of Business
- Licensing and Taxes
- Accounting and Personnel
- Independent Contractors
- Site Selection and Insurance
- Sources of Funding

Wed.	7/1/09	1:00 – 3:30 p.m.
Mon.	7/20/09	6:30 – 9:00 p.m.
Sat.	8/15/09	9:30 a.m. – Noon
Mon.	8/24/09	6:30 – 9:00 p.m.
Wed.	9/2/09	1:00 – 3:30 p.m.
Mon.	9/21/09	6:30 – 9:00 p.m.
Sat.	10/3/09	9:30 a.m. – Noon
Mon.	10/19/09	6:30 – 9:00 p.m.
Wed.	11/4/09	1:00 – 3:30 p.m.
Mon.	11/16/09	6:30 – 9:00 p.m.
Sat.	12/12/09	9:30 a.m. – Noon
Mon.	12/21/09	6:30 – 9:00 p.m.

## Building Your Business Plan

A business plan provides you with a comprehensive overview of all aspects of your business. This workshop is designed for individuals who want help getting started with the actual organization and development of their business plan. For you to gain the maximum benefit from this workshop, you should have completed a major portion of your research and be at the stage where you are ready to start putting your plan on paper. A workbook will help guide you through each step of the process and time will be allocated after each step so that you can begin writing that specific portion of the plan. Instructors will be available during the workshop to assist you with your individual plan. \$50

Wed.	7/15/09	6:30 – 9:00 p.m.
Wed.	8/19/09	6:30 – 9:00 p.m.
Wed.	9/16/09	6:30 – 9:00 p.m.
Wed.	10/21/09	6:30 – 9:00 p.m.
Wed.	11/18/09	6:30 – 9:00 p.m.
Wed.	12/16/09	6:30 – 9:00 p.m.

## Marketing Your Business

Effective marketing and a plan for marketing are essential to your business success. Join us for an interactive discussion of how to build a marketing plan that is cost effective, creative and focused on your customers.

### Topics include:

- The importance of marketing and a market plan
- A step by step approach to develop your marketing plan
  1. Define your mission and goals that are customer oriented
  2. Analyze your situation through a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis template
  3. Market research that covers both secondary and primary research that is 'doable' for a small business
  4. Market segmentation that enables you to identify your top customers and prospects
  5. Marketing mix (4 Ps) - Product/service, Price, Promotion, Place (distribution)
  6. Controls - what's working, what needs to be changed

Each of the six steps will include examples and in several cases templates that you can use after the seminar. We encourage two-way communication between you and our instructors to help tailor the information to your individual needs. Lastly, this seminar has been designed to enable you to begin building your marketing plan for your business. \$50

Wed.	7/8/09	6:30 p.m. – 9:00 p.m.
Wed.	9/9/09	6:30 p.m. – 9:00 p.m.
Sat.	11/14/09	9:30 a.m. - Noon



## How to Start a Non-Profit Corporation & Obtain 501(c) (3) Status

Applying for your 501(c) (3) tax exempt status can be an expensive, tedious, complex and confusing process. Mistakes can cause processing delays or result in non-approval from the IRS. According to the IRS 80% of the people that apply for the exemption status, apply for it themselves. Here's a chance to ask questions to avoid the common pitfalls that most non-profits make. This workshop covers all phases of creating a non-profit corporation and the paperwork required by the IRS to obtain your 501(c) (3) tax-exempt status. \$40

Additional materials may be purchased, but not necessary for \$30 (separate from registration fee)

Mon.	7/13/09	6:00 – 9:00 p.m.
Mon.	9/14/09	6:00 – 9:00 p.m.
Mon.	11/16/09	6:00 – 9:00 p.m.

**SCORE**<sup>®</sup>  
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