

SMALL BUSINESS DEVELOPMENT CENTER



The Small Business Development Center (SBDC) at Raritan Valley Community College (RVCC) offers aspiring and established entrepreneurs the assistance they need to plan and develop successful and profitable ventures. Services include free confidential, one-on-one counseling for start-ups and established small business owners. Our experienced counselors can address your small business questions and concerns on a variety of topics, including starting a small business, strategic business planning, marketing, recordkeeping, financial needs, online and web-based technology and more.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance by contacting Bill Harnden, Regional Director of SBDC at Raritan Valley Community College, P.O. Box 3300, Somerville, NJ, 08876. Phone: 908-526-1200 ext. 8516. E-mail: sbdc@raritanval.edu. Learn more about the SBDC by visiting our website at www.sbdcrvcc.com.



Message from the Small Business Development Center Regional Director:

Whether you are an established, new or aspiring small business owner, the impact of the COVID-19 health crisis has almost certainly affected you. While the challenges are many, opportunity and innovation can also become part of the “how do I survive?” equation. Taking advantage of resources and assistance at times like this can make the successful difference for small businesses struggling to overcome these unprecedented conditions.

The staff and counselors of the Small Business Development Center at Raritan Valley Community College have been here for you through the crisis, and continue to be available and committed to providing the small business assistance you need. We’ve taken steps to ensure the well-being and safety of our clients, staff, counselors and instructors, conducting our no-cost appointment-based counseling remotely, via Zoom or phone, and, for the Fall session beginning in September, we will offer our classes as Webinar sessions only (a webcam and microphone is needed to participate interactively during these Webinars; instructions are provided to attendees prior to each session).

Successful small businesses, whether start-up or established, thrive because they recognize and take on challenges, meet unexpected conditions, grab onto innovative advantages and opportunities and make use of resources, expertise and guidance to help solve issues. We stand ready to help you in these unusual times, to help you plan, strategize, cope and succeed. We look forward to working with our established clients and welcoming new clients to the Small Business Development Center.

Stay Safe,

Bill Harnden

SBDC ACCOUNTING AND QUICKBOOKS CERTIFICATE

Please note: Our Accounting and Quickbooks Desktop Certificate program, with the exception of the Quickbooks Online (QBO) version course, has been suspended for the fall semester due to content delivery complications. We hope to re-establish the program in the spring of 2021.

Part II and III: QuickBooks Set up and A/R and A/P - Online Option - Webinar

SB281 – 9 hours

In a simulated real business environment learn how to manage both the Customers/Sales and Vendors/Expenses capabilities in QuickBooks. Perform and practice Accounts Receivable and Accounts Payable transactions and reporting. Prerequisite: Accounting Fundamentals

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: \$169

CRN 50358 Mon/Tue/Wed, Oct 12, 13 & 14, 6-9 pm

SBDC DIGITAL BLUEPRINT CERTIFICATE PROGRAM

The Digital Blueprint Certificate gives entrepreneurs and small business owners the opportunity to gain skills in digital technologies, including social media and website development and optimization techniques. By creating a "Digital Blueprint," you walk away with a strategic plan to attract and retain customers and/or clients, drive online traffic, increase revenues, and manage your brand. Take one class or all classes to increase your awareness of this new marketing age. A certificate of completion will be awarded to students who successfully complete the eight-session (24 hours) program.

Promote Your Business with Social Media - Webinar

SB405 – 3 hours

Improve your social media skills. Get better results. Understand the impact of a clear social media strategy and learn how to attract new customers. Determine which platforms are right for your business, learn what to post and when, and discover the tips, tricks and tools that will help you save time and effort.

Instructor: Susan Wilcox, e-Dynamic Marketing

Course fee: \$59

CRN 50132 Wed, Sep 16, 6-9pm

Planning Your New Website - Webinar

SB421 – 3 hours

Learn the biggest mistakes to avoid when building a website and discover what the search engines want. Find out how to register your domain name, choose web hosting, accept payments online, and evaluate whether to do it yourself or hire a professional.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 50122 Wed, Sep 23, 6-9pm

Intro to Search Engine Optimization (SEO) - Webinar

SB404 – 3 hours

Learn how to improve your website visibility in Google. Participants learn SEO best practices for beginners. You can also request to have your current website critiqued during the session.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 50124 Wed, Sep 30, 6-9pm

Intro to WordPress - Webinar

SB463 – 3 hours

35% of websites use WordPress, one of the most popular website Content Management Systems available. You'll learn how to set up your own website using self-hosted WordPress. We'll explain: web hosting, installation, theme selection, plug-ins; and we'll make sure you know how to keep all your hard work backed up and secure.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 50126 Wed, Oct 7, 6-9pm

Intro to Search Engine Advertising - Webinar

SB473 – 3 hours

Learn the basics of running text ads on search engine result pages to help your business be found by consumers. Intended for beginners, this class will explain how to start using Google Ads (formerly Google Adwords). We will also explain how to identify keyword phrases that consumers may use to find your business, write text ads, prepare website landing pages, and set up your first paid search engine advertising campaign.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 50303 Wed, Oct 14, 6-9pm

Intro to Google Analytics- Webinar

SB418 – 3 hours

Does your website and marketing work? Learn how to use the powerful free reporting tool, Google Analytics, to measure the effectiveness of your marketing efforts.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 50131 Wed, Oct 21, 6-9pm

Create Video for Your Business- Webinar

SB406 – 3 hours

From planning to production to distribution, learn the basic skills and tools you'll need to create professional video content to promote your brand and publish it online.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 50311 Wed, Oct 28, 6-9pm

Intro to Content Marketing & Email - Webinar

SB472 – 3 hours

Content is KING! It helps you get the right message to the right person at the right time. Good content will help customers find you and improve your Search Engine Optimization (SEO). Email marketing will help you keep your current customers coming back and help you convert your prospective customers into buyers. Used together, Content Marketing and email create a strong combination of marketing tools that will help you grow your business.

Instructor: Susan Wilcox, eDynamic Marketing

Course fee: \$59

CRN 50127 Wed, Nov 4, 6-9pm

SBDC SMALL BUSINESS START-UP COURSES

Maybe you have an idea for a service you'd like to provide, a skill or competence you could offer to customers, a hobby you want to turn into a business, the desire to work for yourself ... the motivations are many. If you are someone who's been "noodling around" with the notion of starting your own small business, these courses are designed to guide you as you begin your entrepreneurial journey. Take them in sequence, or as needed. Each provides key information about starting your own small business.

Entrepreneur Assessment- Webinar

SB043 – 3 hours Are you considering becoming a business owner? Do you have the characteristics and fundamental skills to run a business? And, what are the types of qualities that may offer a better chance for business success? Find out if entrepreneurship is right for you. During the session, complete a self-assessment questionnaire to determine if you have the personal characteristics, the financial fitness and the business readiness skills to own a business. We'll score, interpret and discuss results to provide a better understanding of your entrepreneurial profile.

Instructor: Karen Katcher, MBA, Katcher Associates

Course fee: FREE Registration is required.

CRN 50085 Mon, Sep 28, 6-9pm

CRN 50086 Mon, Oct 12, 6-9pm

CRN 50087 Mon, Nov 9, 6-9pm

Building Blocks to Starting a Business - Webinar

SB737 – 3 hours

Questions! So many questions. This course is designed to help you ask the right questions, and find the right answers, to starting your own business. We identify the basic planning you'll need to tackle as you start to shape your business idea into reality and help you understand how to prioritize the steps you'll be taking, including naming your business, determining the type of legal entity you'll select, developing a business plan, marketing, insurance, financial considerations and more. This course also provides information about valuable resources available to budding entrepreneurs.

Instructor: Ed Dolan, MBA, Kiva Intl. Business Group

Course fee: FREE Registration is required.

CRN 50088 Tue, Sep 29, 6-9pm

CRN 50089 Tue, Oct 13, 6-9pm

CRN 50090 Tue, Nov 10, 6-9pm

Business by the Numbers - Webinar

SB738 – 2 hours This course offers foundational information about important financial practices and planning, including key accounting and tax considerations, for the new business owner. Don't be caught by surprise. This practical overview provides an understanding of how to strategically manage the financial aspect of your operation from the start, as you plan for your new business.

Instructor: Karen Katcher, MBA, Katcher Associates

Course fee: FREE Registration is required.

CRN 50091 Wed, Sep 30, 6-8pm

CRN 50092 Wed, Oct 14, 6-8pm

CRN 50093 Wed, Nov 11, 6-8pm

Mastering the Mental Side of Business - Webinar

SB427 – 3 hours

The way you think will impact the way you run your business. In this class, we will teach you how to set goals and create achievable plans, how to handle the inevitable challenges and setbacks you'll face along the way building your business. Confidence is key to your success. Learn how to build your confidence in any situation, work through habits and fears that can hold you back, and create a support system that will help lead you to success.

Instructor: Karen Auld, Certified Success Coach

Course fee: FREE Registration is required.

CRN 50120 Thu, Sep 24, 6-9pm

CRN 50307 Thu, Oct 15, 6-9pm

CRN 50308 Thu, Nov 12, 6-9pm

SBDC THE 101'S OF BUSINESS PLANNING

Whether you are aspiring to start a small business or have newly begun your operations, a strong foundation in small business basics provides a competitive advantage and equips you with the tools you need to succeed. Each of the courses included in "The 101s of Business Planning" offer an introduction to an essential small business skill, to help you plan, market, sell and grow your business.

Networking 101 - Webinar

SB 746 – 3 hours

It's not what you know or who you know . . . it's who knows you. Online and off-line networking will increase your sphere of influence, establish your brand identity, build trust, generate word-of-mouth, and attract business opportunities. Learn to write and deliver an attention-getting "elevator speech." Start networking immediately: bring your business cards and brochures to class.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: \$59

CRN 50294 Tue, Oct 20, 6-9pm

Market Analysis 101 - Webinar

SB 748 – 3 hours

Market analysis is critical for making the best business decisions, planning strategically to launching your business and sustaining an established company. You'll learn how to collect and analyze data about your industry, advancements in technology, competitive activity, and target market profiles.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: \$59

CRN 50295 Tue, Oct 27, 6-9pm

Business Plan 101 - Webinar

SB 747 – 3 hours

Entrepreneurs need customized business plans – a fundamental tool for determining the viability and potential for business ideas. In an aggressive marketplace, business plans serve as game plans that help established businesses sustain momentum and profitability. Attendees explore the benefits of business plan templates.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: \$59

CRN 50297 Tue, Nov 3, 6-9pm

How to Develop an Effective Holistic Business - Webinar

SB467 – 3 hours

Launching any small business is difficult but a holistic business faces additional unique challenges. Learn how to educate and attract clients for your unique services and build a practice that sustains. Develop an effective strategic plan, market on a small budget, and learn time-management techniques. This class addresses issues for the pre-venture or in-business practitioner.

Instructor: Camille Miller, MBA, The Natural Life Business Partnership

Course fee: \$59

CRN 50103 Wed, Nov 4, 6-9pm

Marketing 101 - Webinar

SB 749 – 3 hours

Marketing is about getting people interested in your company's product or service. Marketing builds brand identity and trust, gives people reasons to buy, and validates the buying decision. Marketing gets people 'knocking on your door,' then your selling skills take over!

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: \$59

CRN 50298 Tue, Nov 17, 6-9pm

Selling 101 - Webinar

SB 750 – 3 hours

No one is a born salesperson, yet we all live by selling something. Those who are motivated and committed can achieve success by learning the basics of customer relationship management and steps in the 'Anatomy of a Sale.' Through instruction, visual guidelines and role play, the anxiety and fear of selling disappears. You'll discover a selling system that is easy to follow to achieve your goals and to earn sales.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: \$59

CRN 50299 Tue, Nov 24, 6-9pm

(New) Website Copywriting - Webinar

SB 476 – 3 hours

The average website visit lasts less than 15 seconds - that is all you have to win over a potential customer. Your website is the showcase of your online presence and if it is not done right, you are turning customers away. Learn what you need to say to keep customers on your page and what information belongs on the home page, landing pages and support pages.

Instructor: Susan Wilcox, eDynamic Marketing

Course fee: \$59

CRN 50309 Wed, Nov 18, 6-9pm

Business Valuation 101 - Webinar

SB469 - 3 hours

Are you selling or refinancing your business? Or just want to know what your business is worth? Valuating a business can be a complicated process. Learn about the myths and methods of the business valuation process and how to objectively identify the market value of your investment.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: \$59

CRN 50106 Wed, Dec 9, 6-9pm

SBDC FREE COURSES

Business Reboot - Webinar

SB751 – 3 hours

Have you and your business fully recovered from COVID-19? Get back on track with a systematic review of your business. Is it the time to implement new business and life strategies? Come ready to work with your instructor, Success Coach, Karen C. Auld. You'll leave with a plan to move you and your business forward.

Instructor: Karen Auld, Certified Success Coach

Course fee: FREE Registration is required.

CRN 50312 Tue, Sep 8, 6-9pm

CRN 50313 Tue, Oct 6, 6-9pm

Create Your Local Business Listing on Google & Bing - Webinar

SB450 – 3 hours Getting found in the search engines is critical for your business. We will show you how to create your free Local Business Listing on Google and Bing, and discuss other opportunities. This workshop is intended for small business owners with an office or retail address (not work from home).

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE Registration is required.

CRN 50097 Wed, Sep 16, 6-9pm

The Side Hustle – How to Start a Business While Working Fulltime - Webinar

SB474 – 3 hours

Are you building a business while working fulltime? Don't quit your day job until you learn the key elements you need to have in place to transition to self-employment and make your business a success.

Instructor: Karen Auld, KCA Coaching Services

Course fee: FREE Registration is required.

CRN 50304 Thu, Sep 17, 6-9pm

CRN 50305 Thu, Oct 8, 6-9pm

CRN 50306 Thu, Nov 5, 6-9pm

Overcoming Procrastination - Webinar

SB475 – 3 hours

Do you put the “pro” in procrastination? Join Certified Success Coach, Karen Auld, to learn her 4-step process to get into action and say goodbye to your procrastinating habits. Don’t procrastinate in signing up for this great class.

Instructor: Karen Auld, Certified Success Coach

Course fee: FREE Registration is required.

CRN 50310 Thu, Oct 1, 6-9pm

Crowdfunding: A New Alternative to Raising Working Capital - Webinar

SB731 – 3 hours

Crowdfunding has become a great alternative for small business owners to raise working capital for their business ventures. Our workshop will help participants understand the principles associated with building successful Crowdfunding campaigns and will show you how to use Crowdfunding to finance your goals.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: FREE Registration is required.

CRN 50115 Thu, Oct 15, 6-9pm

Maximize Your Trade Show Investment - Webinar

SB730 – 3 hours

Don’t underestimate the value of trade show and event marketing – the most powerful tools in your marketing mix for uncovering and landing new business opportunities. Find out what you don’t know about trade shows and how to choose your exhibit space, budget time and resources, promote your participation (before, during and after), increase booth traffic, capture the interest of those passing by (in less than 7 seconds), qualify visitors, and get the best follow-up results.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE Registration is required.

CRN 50114 Wed, Dec 2, 6-9pm

Basics of Small Business Insurance - Webinar

SB448 – 3 hours

Are you a small business owner who is operating without insurance, or under-insured, and needs to learn the basics of both insurance and risk management techniques to protect your company from catastrophic loss? Learn about the types of insurance coverage needed to build a basic insurance program and different ways to buy insurance or to self-insure.

Instructor: Sal Ricciardone, CPCU

Course fee: FREE Registration is required.

CRN 50136 Thu, Dec 3, 6-9pm