

***Building a Better Business***  
***Course Overview***

This course is designed to help entrepreneurs bring their small business ideas to fruition. It is designed for the business owner that answers their own phone. It is an excellent course for reviewing current business practices.

Classes are held one night per week from 6:00 to 8:00 p.m. at the Kickapoo Valley Reserve Visitor Center. The class is limited to 20 students. At the end of the course students will have started their personalized business plan, and built a resource manual that they themselves put together. Everything discussed in the class will be included in the weekly handouts which will be three hole punched. Students will bring a three ring binder for the course handouts. Several of the sessions will include a short presentation by local business professionals. The cost for the 8 week course is \$ 50.00 per student.

**Course Assumptions:**

- ✓ Everyone wants to make a profit
- ✓ Everyone will operate in a rural setting

**Feb. 3            Week One –Getting Started**

Overview of 8 week course outline  
Importance of small business to the community  
Types of business structures  
Introducing the business plan, its history and importance  
Traits of a successful business operator.

**Feb. 10            Week Two- Business Basics and the Business Plan:**

Required Permits,  
Setting up a business structure  
Where do business ideas come from?  
Starting on your own business plan  
Who should do it, and why. If they already have one it could be fine-tuned.  
What to consider when getting a business loan  
What about the structure of a home based business?

**Feb. 17            Week 3-How does your personality fit your business?**

This is the week of the personality profile called Colors  
(recognizing Individual strengths and weaknesses and how to utilize them)  
This is the week of the personality profile called Colors)  
This class may go until 8:30 pm

**Feb. 24            Week Four- Advertising/ Marketing**

Analyzing your customer  
Analyzing your competition  
Marketing vs. Advertising  
How to build a customer base

Short DVD presentation  
(Promoting your business idea and more on the business plan)

**March 3**      **Week Five- Taxes**

What are your tax liabilities in small business?  
More on the business plan?  
FICA/FUTA  
Missing a tax deposit  
Preventing or preparing for an IRS audit  
Minimum wage/employees  
How long must records be kept, and what records?  
Bad Stress vs. good Stress

**March 10**      **Week Six-Financial Record Keeping/Risk Management**

Schedule C  
Buying vs. starting a business  
Franchising  
Hiring/Firing  
Insurance  
Job Descriptions  
Beginning budgeting

**March 17**      **Week Seven-Using Social Media and Technology**

Developing your Board of Directors  
Continuing budgeting  
Starting an on-line business

**March 31**      **Week Eight-Keeping up with Social Media and Technology**

Setting up a Web Page  
Blogging  
Social Media,  
Computers,  
Researching on the Internet)  
Now where do I go?  
More on setting up an advisory council

**About the Instructor:**

The course is taught by Rick Kettner from Viola. Rick is a practicing small business operator and has started several small businesses over the years, currently operating one in Viola. He taught small business classes for the Technical Colleges in Eau Claire, and Milwaukee. He was a small business specialist for the technical college and responsible for the Milwaukee Enterprise Center which at one time was the largest business incubator in Wisconsin with over 95 small businesses.