

It's still your idea.



We can help you make it happen.



Free Small Business Training begins February 27th

TUESDAY, FEBRUARY 27th-

WELCOME TO THE JOURNEY

The Good, Bad and Ugly from a new Start-up

BUSINESS PLANS: YOUR PLAYBOOK, ELEVATOR PITCH & LIFELINE

Getting started, staying focused, building a plan to get there

THE CLIFFSNOTES VERSION OF ENTREPRENEURSHIP

Absolute Need-to-Knows (in case you don't come back)

TUESDAY, MARCH 6th-

TAXES, REPORTING, PAYROLL..

HOW TO STAY ON TOP OF ACCOUNTING

Know your numbers, and how to use them (and how to avoid surprises)

NAVIGATING COMMERCIAL REAL ESTATE LEASES

Learn what to look out for, expectations and pointers

(RE)VAMPING YOUR MARKETING STRATEGY

Social media? Print? Radio? TV? Find the best for you!

TUESDAY, MARCH 13th-

SIMPLE STEPS FOR STARTING YOUR BUSINESSES... LEGALLY

LLC, Corporation... which setup is best for you and what it means in terms of your operation, risk and liability

UNDERSTANDING, NOT UNDERESTIMATING CREDIT- HOW DO YOU SCORE?

What having credit means, & how it can help or hurt you

A MAN WALKS INTO A BANK... HOW TO NOT BE A BAD JOKE WHEN ASKING FOR A BUSINESS LOAN

What to expect when asking a bank for a business loan

HOW SBA PROGRAMS CAN WORK FOR YOU

SBA Programming to help finance your venture

Monticello Bootcamp is an aggressive, 5-week program designed to inspire, educate



and enhance the opportunities for past, current and upcoming entrepreneurs. Those interested and eligible are invited to participate in a business plan competition for a \$5,000 grant (pending funding) towards opening their own business, or purchasing an existing business in downtown Monticello.

The program is open to the public, regardless of residency or plans to open a business. Participation is free. Classes are held Tuesdays from 6-9pm at the Livingston Center, Monticello.

Participants can attend all 5 weeks, or just the classes covering the subject matter of interest. Participants will receive a course book, plus the ability to engage and interact with professionals fluent in all areas of business.

For more information on the grant and Bootcamp program or to register, visit www.monticellobootcamp.com; or contact Callie McFarland at the contact information below.

REGISTER FOR SPRING, 2018 PROGRAM AT

WWW.MONTICELLOBOOTCAMP.COM

Callie McFarland

City of Monticello

217.762.2583

cjm@cityofmonticello.net

TUESDAY, MARCH 20th-

FIND (& BUILD) YOUR BRAND, GROW YOUR BUSINESS

Don't advertise harder, advertise better

WOULD YOU DO BUSINESS WITH YOU?

Customer service isn't just served with a smile anymore

WHAT IT REALLY MEANS TO BE YOUR OWN BOSS

It isn't all sunshine and roses, but has it's definite benefits

TUESDAY, APRIL 3rd-

COVER YOUR... BUSINESS

The right type of insurance for your venture, without going overboard

WHERE TO GO FROM HERE- FINDING RESOURCES IN YOUR COMMUNITY

There are plenty of resources out there, no matter where you're at

BOOTCAMP PRESENTATIONS

Hear from those presenting for the Bootcamp Grant!