

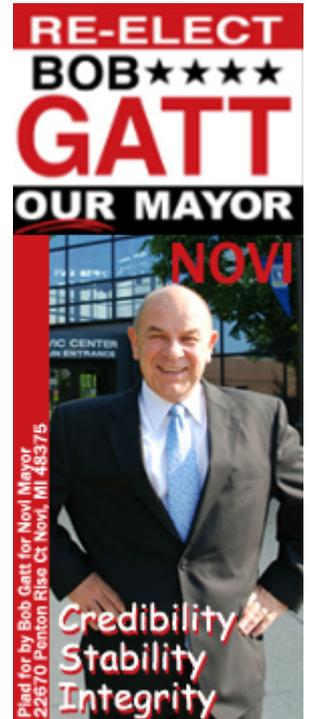
THIS STORY BROUGHT TO YOU BY:

**ESSENTIAL** massage therapy



Free  
or  
Low-

**Cost Business Classes Offered in  
August/September**



**WATERFORD, NOVI** – Business owners and aspiring entrepreneurs who are looking for assistance are encouraged to attend high-value, low- or no-cost business workshops offered by the experts at the Oakland County One Stop Shop Business Center.

Unless otherwise noted, all programs are held at the Oakland County Executive Office Building Conference Center, 2100 Pontiac Lake Road, west of Telegraph, in Waterford. For pre-registration and a location map, visit



[www.AdvantageOakland.com/businessworkshops](http://www.AdvantageOakland.com/businessworkshops) or  
call (248) 858-0783.

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## **August/September Workshops:**

### **Five Steps to LinkedIn Mastery**

**Aug. 3 | 9-11:30 a.m.**

Have you ever 'Googled' yourself? Chances are that your LinkedIn profile was the very first result.

If Google is putting your LinkedIn profile at the top of the search results, make sure that you are putting your best foot forward.

When you use LinkedIn correctly, it's much easier to:

-Be found by prospective clients and/or employers



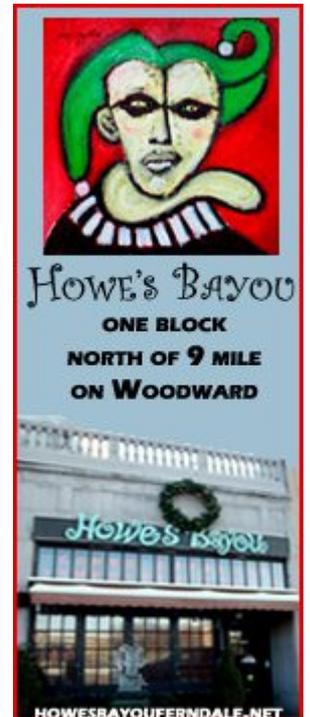
- Locate and learn about the decision makers that you need to meet
- Stay current in your industry
- Evaluate future employees and partners
- Understand valuable and lesser known features on LinkedIn



LinkedIn can be a powerful tool – part SEO, part contact manager, part resume, part research and all business.

The better we all get at networking, the better all of our networking will be.

Speaker Terry Bean, Founder of Networked Inc. and Motor City Connect



**Cost: \$40 per person | Registration Required**

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## Starting a Business

Aug. 3 | 9-11:30 a.m.

Sept. 7 | 9-11:30 a.m.

Thinking about starting a business? This workshop is designed for individuals who are at the beginning stages of starting a business. This workshop will help aspiring entrepreneurs assess their abilities to lead and manage a company as well as



evaluate market and sales potential for their products and services. Topics like startup costs, financing options and business planning are introduced, along with the necessary steps to getting started. If you are ready to start your business this workshop is for you.

**Cost: No charge | Registration Required**

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## CEED Lending Small Business Loan Orientation

Aug. 9 | 9-11 a.m.

Sept. 13 | 9-11 a.m.



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Ferndale, MI  
(248) 629-6306

[modernnaturalbaby.com](http://modernnaturalbaby.com)

Have a need for alternative financing for your business? Is your business located in Oakland County? Consider learning more about the CEED Lending Small Business Loan Program. Discover the requirements and processes necessary to apply for and obtain a small business loan. If you are interested in alternative financing for your Oakland County small business, then the CEED Lending Small Business Orientation is for you. CEED Lending is an initiative of the Great Lakes Women's Business Council. **Cost: No charge | Registration Required**

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## Team SBA Financing Roundtable

Aug. 29 | 9 a.m.-noon

Need the inside scoop on how to obtain a business loan? Attend



SaveMIcity is a statewide initiative that aims to fix Michigan's broken system for funding communities.



Learn more and join the saveMIcity team at [savemicity.org/join](https://savemicity.org/join)

the Team SBA Financing Roundtable to find out how banks evaluate your application. Learn how to improve your chances for a business loan and how SBA loan guarantee programs can help you get financing. This workshop is best suited to those with good credit, a solid business idea and funds of their own to invest in the business. If you want to improve your chances of obtaining a business loan, then this workshop is for you.

Note: Because the SBA does not provide loan guarantees to real estate investment firms, including purchasing and rehabbing houses for resale, this type of financing is not discussed at the roundtable.

**Cost: Free | Registration Required**

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**Market Research Basics**

**Aug. 31 | 9-11:30 a.m.**



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with a world of experience

Ready to grow your business? Our Market Research Basics workshop helps you discover ways to find your ideal customers, identify your competitors, perform competitive analysis, identify new site locations, target direct mail campaigns, reveal untapped markets and expand to new and appropriate markets. If you are ready to grow your business, the Market Research Basics workshop is for you.

**Cost: No charge | Registration Required**

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**September Workshops**

**Women's Business Enterprise Certification Orientation (WBE)**

**Sept. 21 | 9-11 a.m.**



Attention Women Entrepreneurs: Consider becoming a Certified Women Owned Business. Learn about the process and benefits of joining the Women's Business Enterprise (WBE). WBE certification benefits include access to procurement opportunities with major national companies who are looking to do business with women- and minority-owned companies. If you are ready to take your women-owned business to the next level, this workshop is for you.

**Cost: \$25 per person | Registration Required**

### **Avoiding Costly Real Estate Mistakes**

**Sept. 21 | 9-10:30 a.m.**

Did you know your lease for commercial space could be time bomb waiting to explode? When looking for commercial space most people focus on the base rent not realizing terms in the lease could cost them even more. Office, industrial and retail

leases have different ways of charging for expenses. Are you signing a *pure gross lease* or not? Do you have a relocation clause in your lease? What does that mean and why should you care?



Lynn Drake, president and founder of Compass Commercial, LLC discusses "Avoiding Costly Real Estate Mistakes"

**Cost: \$20 per person | Registration Required**

**Walk-in Start Up Thursdays in Waterford and Novi**

**WalkIn-StartUp Small Business Counseling**

**Aug. 3 | 9:30 a.m. – Noon | 1:30 – 4:30 p.m.**

Sept. 7 | 9:30 a.m. – Noon | 1:30 – 4:30 p.m.



**In Waterford: One Stop Shop Business Center, 2100 Pontiac Lake Road, Waterford**

**In Novi: Novi Civic Center – Community Development Center Room, 45175 Ten Mile Road, Novi**

Whether you opened a business or you're thinking about it, the Oakland County One Stop Shop Business Center has resources to help you. We can provide you with confidential small business counseling. You receive one-on-one advice from an experienced business consultant – with no appointment necessary. Consultants offer direct answers to your questions about startups, suggest next steps and provide guidance on business planning tools. These high value services are offered at no charge to you. Walk-in sessions are available on a first-come, first-served basis. Each session is limited to 15 minutes.

