



## **WOMEN IN BUSINESS - e-SEMINAR CORE SUPPORT PROGRAMS**

- 1 - **Business Plan** - *How do I create a business plan that helps me develop my business? (There are six types of business plans, each one a function of specific objectives.)*
- 2 - **Marketing Plan** - *How do I create a marketing plan that reflects my ability to implement it and that generates sales?*
- 3 - **Marketing** - *What is marketing? (Basic and Advanced)*
- 4 - **Finding Good People to Grow Your Business** - *How and where do I find good people to work with me?*
- 5 - **Creative Ways to Raise Funds** - *Sources and methods.*
- 6 - **Employee Effectiveness** - *My salespeople (or my employees) are not working as effectively as I would like. People do not seem to care in my company. How do I fix the problem?*
- 7 - **Efficient Problem Solving** - *I am overwhelmed and spending too much time in solving problems for my business. What can I do?*
- 8 - **Metrics and KPIs** - *What are they and how can I implement them in my company? How do I create Self-Learning Teams?*
- 9 - **Build a Brand** - *How do I build my Brand and how much is it going to cost me?*
- 10 - **Online Sales Generation** - *My Internet does not generate the sales I want. What do I need to do?*
- 11 - **Pricing for Profit** - *How do I know if I am OK with my cash-flow? How do I create my pricing strategy? How do I know what product is generating the highest profit for me?*