

## Registration Form

Please detach and mail or fax your registration **BY SEPTEMBER 2, 2014**. Registrations may also be phoned or emailed.

Send your registration to the Broken Bow Chamber as noted in the Course Information box listed on the other side under **"Why a Business Plan will make a difference."**

Name \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_

State, Zip \_\_\_\_\_

Day Phone \_\_\_\_\_

Evening Phone \_\_\_\_\_

My check made payable to **REAP** for the course is enclosed: Yes \_\_\_\_\_ No \_\_\_\_\_

In cooperation with  
**Rural Enterprise Assistance Project —  
Women's Business Center,**  
this course is sponsored by:  
**Custer Economic Development Corp.  
Broken Bow Chamber of Commerce**

Where: **Custer Public Power  
625 E South "E" St Broken Bow, NE**

Dates: **Mondays: September 8—  
October 6, 2014**

Time: **6:00 p.m.—9:00 p.m.**

(See other side for fee and registration information)

## Business Plan Basics Training

*Five Hands-on Exploratory Sessions Designed for Small Business Owners —each session covers important information to complete a Business Plan.*

### Marketing

- Define your trade area.
- Identify customers and competitors.
- Identify new products/services and the demand for them.

### Customer Relations

- Learn how to increase your customer base.
- Learn how to work with all personalities.
- Learn how to use word-of-mouth as part of your advertising plan.

### Financial Management

- Review bookkeeping systems that will work for you.

### Advertising/Promotion

- Explore options for affordable advertising.
- Learn how to schedule advertising for the greatest impact.

- Review what works for other businesses.
- Design promotional activities.

### Goal Setting

- Learn the benefits of goal setting.
- Develop goals for your business and personal life.
- Find more time in your schedule.
- Turn your goals into reality.
- Learn to understand what the numbers are telling you.
- Learn to understand balance sheets, income statements, and cash flow

REAP works in collaboration with:



## Why a Business Plan will make a difference

- It gives lenders and financial backers a full picture of the business.
- The plan helps anticipate capital and equipment requirements.
- It gives the business a “road map” for a future direction.
- A plan helps you measure progress and anticipate problem areas.

## Course Information:

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**625 E South “E” St Broken Bow, NE**  
Dates: **Mondays: September 8 —**  
**October 6, 2014**

Time: **6:00 p.m.—9:00 p.m.**

Course Instructor: **Rick Nelson, MBA**

Fee: **\$79.00 registration fee, includes**  
**course materials.**

Scholarships are available.

## To Register contact:

**Donnis Hueftle-Bullock**  
**Broken Bow Chamber of Commerce**  
**444 S. 8th St.**  
**Broken Bow, NE 68822**  
**308-872-5691**  
[donnis@brokenbow-ne.com](mailto:donnis@brokenbow-ne.com)

Please register **EARLY**.

In cooperation with the REAP WBC,  
this course is sponsored by:

**Custer Economic Development Corp.**  
**Broken Bow Chamber of Commerce**



The Rural Enterprise Assistance Project (REAP) of the Center for Rural Affairs is committed to strengthening rural communities through small, self-employed business development.

Reasonable arrangements for persons with disabilities will be made, if requested at least two weeks in advance. Contact REAP Women's Business Center Director, Monica Braun, 402.643.2673, with your request.

The REAP Women's Business Center is partially funded by the U.S. Small Business Administration's (SBA) Office of Women's Business Ownership (OWBO) under Cooperative Agreement Number SBAHQ-06-W-0021. The OWBO was established to help women become full partners in economic development through small business ownership. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis.



REAP is funded in part through the Nebraska Department of Economic Development, the United States Department of Agriculture, and the Microenterprise Development Act.



Established in 1973, the Center for Rural Affairs is a private, non-profit organization working to strengthen small businesses, family farms and ranches, and rural communities. For more information, contact::



# Business Plan Basics Training



For existing and start-up small business owners and managers



Women's Business Center

A program of the



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• [www.cfra.org/reap](http://www.cfra.org/reap) •