

Registration

Starting Your Business 101 Series

Name: _____

Company: _____

Title: _____

Address: _____

City: _____

State & Zip: _____

Email: _____

Tel: _____

Enclosed is my check for \$ _____
You can also register online by going to
www.awib.org.

Mail your RSVP with check to:
Asian Women In Business
42 Broadway, Suite 1748
New York, NY 10004

RSVP for Series Special rate must be received by
March 5, 2012

SEATING IS LIMITED. REGISTER EARLY!

For additional participants, please make a copy of
this form. For further information, call AWIB
at 212-868-1368 or email info@awib.org

Asian Women In Business

Founded in 1995, AWIB is the only non-profit membership organization in the country that provides training, support and networking opportunities for Asian women entrepreneurs

Over the years, AWIB, a dynamic organization, has expanded its mission to address identified needs and issues affecting the business and professional development of Asian Americans.

AWIB also assists M/WBEs to identify and explore procurement opportunities and facilitates dialogue and potential business between corporate and government buyer and suppliers.

This program is sponsored by



Asian Women In Business

42 Broadway, Suite 1748
New York, NY 10004
T 212-858-1368 | F 212-868-1373
info@awib.org | www.awib.org

Starting Your Business 101



**Start Towards
the Path to
Success**

**Four-Week Series on Small
Business Ownership**

**March 6, 13, 20, & 27, 2012
6:00-8:30 pm**





Do I need a business plan?

How can I better market my business?

How can I access loans and other financing?

If you are seeking answers to the above questions, sign up for the Asian Women in Business 'Starting Your Business 101' series. We will take a comprehensive look at the most important aspects of running a successful business. You will pick up new ideas for growing your business and meet like minded entrepreneurs.

Whether you are looking to hone your skills or preparing to start a business, this four-week series is a must attend!

Location

Microsoft
1290 Avenue of the Americas
Manhattan (Corner of 52nd Street)

Date & Time

March 6, 13, 20, & 27, 2012
6:00-8:30 pm



Light refreshments included

Week 1

Tuesday, March 6, 2012

Writing a Business Plan

- Why and when you need a business plan
- Elements of an effective plan
- Importance of strategic planning
- Using research and resources to make your case

Week 2

Tuesday, March 13, 2012

Legal Structures, Taxes & Record Keeping

- Legal structure; deciding what is best for business
- Accounting essentials: cash flow, balance sheets, and record keeping & taxes
- Software for small business.

Week 3

Tuesday, March 20, 2012

Marketing - On and Offline Strategies

- Create a Marketing Plan
- Outsmart your competitors and effectively target your market
- Use social media to find customers and to grow your business.

Week 4

Tuesday, March 27, 2012

Financing and Risk Management

- Loans, investments, credit lines & SBA guarantees
- Alternative financing
- Identify, assess, and prioritize risk
- Proven strategies to manage risk

All sessions conducted by industry experts

Please sign me up for the March 2012 Starting Your Business 101 Series

- I would like to attend the entire series. (March 6, 13, 20, & 27, 2012)
- I will not be able to attend the entire series. Please sign me up for:

- Writing a Business Plan
March 6, 2012 - 6-8:30pm
- Legal Structures, Taxes & Record Keeping
March 13, 2012 - 6-8:30pm
- Marketing Strategies
March 20, 2012 - 6-8:30pm
- Financing
March 27, 2012 - 6:-8:30 pm

AWIB Member

- Series Special (\$40 for 4 Classes)
- \$ ___ For ___ Classes
@ \$20 per class

Non-Member

- Series Special (\$80 for 4 classes)
- \$ ___ for ___ Classes
@ \$30 per class
- I would like to join AWIB and attend at the AWIB member rate. Attached please find my membership check for \$_____.

Priority given to those signing up for all four classes.

To pay by credit card, go to www.awib.org/events or call 212-868-1368.

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