

## Registration

Name \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State & Zip \_\_\_\_\_

Email \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Enclosed is my check for \$ \_\_\_\_\_

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

You can also register online by visiting  
[www.awib.org/events](http://www.awib.org/events).

RSVP for Series Special Rate must be received by  
**November 2, 2015.**

For further information,  
call AWIB at 212-868-1368 or email: [info@awib.org](mailto:info@awib.org).



Established in 1995, AWIB is the only non-profit, tax-exempt organization in the country with the primary mission of assisting Asian women entrepreneurs. The organization also promotes and develops Asian women as business and professional leaders. AWIB sponsors a Scholarship Fund which rewards the future leaders of tomorrow.

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42 Broadway, Suite 1748  
New York, New York 10004  
Tel: 212.868.1368 Fax: 877.686.6870  
[www.awib.org](http://www.awib.org)  
[info@awib.org](mailto:info@awib.org)

**Asian Women  
In Business**

**Starting Your  
Business 101**

**Open the door  
to your success!**

**November 2, 9, 16, 23, 2015**

**6:00 PM - 8:30 PM**

# Starting Your Business 101 — Open the door to your success!



## Your Successful Business starts here

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!

### — Starting Your Business 101—

#### Date & Time

November 2 (Monday) 6:00 PM - 8:30 PM

November 9 (Monday) 6:00 PM - 8:30 PM

November 16 (Monday) 6:00 PM - 8:30 PM

November 23 (Monday) 6:00 PM - 8:30 PM

#### Location

Microsoft  
Eleven Times Square  
(on 8th Avenue between 41st and 42nd Street)  
New York, New York 10036

#### Schedule of Classes

##### November 2 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

##### November 9 Legal Structures, Taxes & Record Keeping

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

##### November 16 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

##### November 23 Financing Your Business

- Loans, investments, credit lines & SBA guarantees
- Alternative financing
- How much financing do you really need?
- What do lenders look for?

#### Registration

I would like to attend the entire series.  
(Nov. 2, 9, 16, 23, 2015 )

I will not be able to attend the entire series. Please sign me up for:

Writing a Business Plan  
(November 2)

Legal Structures, Taxes & Record Keeping  
(November 9)

Marketing— On and Offline Strategies  
(November 16)

Financing Your Business  
(November 23)

#### AWIB Member

Series Special (\$40 for 4 Classes)

\$ \_\_\_\_\_ for \_\_\_\_\_ Classes  
(\$20 per class)

#### Non-Member

Series Special (\$90 for 4 classes)

\$ \_\_\_\_\_ for \_\_\_\_\_ Classes  
(\$30 per class)

I would like to join AWIB and attend at the AWIB member rate.

Priority will be given to those signing up for all for classes. To pay by credit card, go to [www.awib.org/events](http://www.awib.org/events) or call 212-868-1368.