



Business
Series

Fairfield
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Library

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Small Business & Entrepreneurs

January - May 2018

All programs are held in the Rotary Room at the Main Library, unless otherwise specified. Doors open 30 minutes early for informal networking.

We especially thank the professionals who give so generously of their time and expertise to make this series possible.

One-on-One Small Business Counseling (R)

SCORE Fairfield County, Counselors to America's Small Business, continues partnering with the Library to offer free, one-on-one counseling for current and prospective entrepreneurs. SCORE mentors can offer guidance in many areas, including: business finance and accounting, business operations, strategy and planning, sales, marketing and public relations, technology and IT services. Appointments are required and must be made in advance by Thursday at 10:00 AM before the Monday session. Call 203-256-3160 or visit fairfieldpubliclibrary.org.

Mondays: January 29, February 26, March 26, April 30, May 21, June 25, July 30, and August 27, 2018

9:15 and 10:30 AM by appointment

Study Room D, first floor, Main Library

Presenters: SCORE Fairfield County is part of a national network that has been mentoring new and existing businesses for over 50 years and has a network of over 10,000 volunteers in 62 industries who donate their time to help entrepreneurs.

These programs are presented through a joint partnership with SCORE Fairfield County.



Fairfield County

Programs continue on back >>>

Seven Tactics For A Successful SEO Campaign (R)

If you're looking to generate more business from your website, you need to rank higher in Google and have an SEO strategy in place. The higher you rank, the more web traffic you will get, the more revenue you'll generate. There are 7 specific signals Google looks for when ranking your website. Each of these signals are crucial to ranking above your competitors online. In this workshop, we will go over each specific tactic.

Thursday, January 11, 6:30 PM
Rotary Room, Main Library

Presenter: Stephen Alberts is the founder of ReviewRail, a feedback and review software company for local businesses. He also helps companies grow online through SEO, PPC and Email Marketing.

Standout From Competition (R)

Learn how to stand out from your competition so you can attract more customers and increase sales.

Tuesday, January 16, 6:30 PM
Rotary Room, Main Library

Presenter: Shannon Daniels

Buying and Selling a Business (R)

This workshop covers how someone can prepare to buy or sell a business. It explores what should be important to both the buyer and the seller. It also includes the issues involved in valuing the business. You will learn the players in buying or selling a business, brokers, bankers and attorneys, etc., the process of putting a business up for sale, when buying a business, what buyers and sellers should look for, how businesses are valued, how to prepare your business for sale, and what you should do and not do.

Thursday, January 25, 6:30 PM
Rotary Room, Main Library

Presenter: Mac Leask is a Certified Valuation Analyst (CVA) and is licensed to practice as a Certified Public Accountant (CPA) both in Connecticut and New York.

Modern Networking (R)

This workshop provides a roadmap on how to "up your networking game". Learn how to build meaningful relationships leveraging (free) digital

resources based on tried and tested techniques and templates from the highly acclaimed "Build Your Dream Network" book by networking expert J. Kelly Hoey. You will learn top networking tools of the digital age, how and where to start, how to create your own networking roadmap for your business, career, or your next social or non-profit project, and Do's and Don'ts of digital networking.

Tuesday, February 13, 6:30 PM
Rotary Room, Main Library

Presenters: Kelly Hoey is the author of Build Your Dream Network. She has been lauded in Forbes ("1 of 5 Women Changing the World of VC/Entrepreneurship"), and in Inc. ("1 of the 10 Most Well-Connected People in New York City's Startup Scene"). Varelle Croes is a master networker. She is featured in the book, Build Your Dream Network, in a case study on her "networked career" in finance and how she networked her way to the TEDx stage, twice in one year.

Running a Consulting Business (R)

This workshop will cover how you can start and operate a consulting business, principally focused on helping small businesses to operate. You will learn general things to consider, strategic positioning of your consulting business, how to determine your competitive value proposition, how to package and price your services, getting started and critical success factors, how to market and sell your services, and managing finances and taxes.

Thursday, February 22, 6:30 PM
Rotary Room, Main Library

Presenter: Bob Hogan has over 30 years of experience in the consulting industry including his consulting career at Towers Perrin, (currently Willis, Towers Watson).

Introduction to Patents (R)

TBA

Tuesday, March 13, 6:30 PM
Rotary Room, Main Library

Presenter: Harvey Hoffman

Why and How to Do a Lean-Biz Canvas Before Your Business Plan! (R)

If only there was a way to test the viability of your business idea before going all in? There is. At the heart of all these reasons for product failure is one core reason: We waste needless time, money, and effort building something nobody wants. You will learn the difference between a lean business canvas and a business plan, that you don't need a product to demonstrate traction, how to de-construct your big idea, how to focus on what's riskiest (versus what's easiest), and how to systematically implement your big idea.

Thursday, March 22, 6:30 PM
Rotary Room, Main Library

Presenter: Bill Schloth has been investing in, managing, buying & selling start-up and emerging businesses for over 25 years. He spent 20 years as an investment banker working with a wide range of companies in various industries across the globe. He has been involved with numerous IPO's and enjoys the "thrill of a deal." Mr. Schloth is a CPA and had an MBA in marketing from New York University.

Simple Steps For Starting Your Own Business: A Five-Part Series (R)

Simple Steps For Starting Your Own Business
Module 1: Introduction

Tuesday, April 10, 6:30 PM

Module 2: Creating Your Business Concept

Tuesday, April 17, 6:30 PM

Module 3: Marketing Your Business

Tuesday, April 24, 6:30 PM

Module 4: The Importance of Financial Information

Tuesday, May 1, 6:30 PM

Module 5: Sources of Funding and What's Next?

Tuesday, May 8, 6:30 PM

Entire series: Rotary Room, Main Library

Presenters: All presenters are SCORE mentors.

All programs are free and open to the public. Limited seating. **(R) Requires Registration.** Register online at fairfieldpubliclibrary.org, or call 203-256-3160.

Main Library
1080 Old Post Road
Fairfield, CT 06824

Fairfield Woods Branch
1147 Fairfield Woods Road
Fairfield, CT 06825