



SMALL
BUSINESS
DEVELOPMENT
CENTER
BUTTE COLLEGE

Free Business Trainings in Tehama County

Step-by-Step Guide on How to Buy or Sell a Business

Buying or selling a business can be overwhelming and costly if you do not plan ahead. Do you have an Exit Strategy or plan in place to sell your business in the near future, or 1 or 2 years? Have you considered buying a business instead of starting one? This workshop is for business owners looking to sell their businesses and individuals who are interested in purchasing a business instead of starting one on their own. We will guide you through a checklist of requirements for successfully buying or selling a business. Topics include: How to value your business, the due diligence process, structuring the deal, good and bad timing, what not to do, loan requirements and options, owner carry, and more.

Date: Wednesday, May 1, 2024

Time: 9:00am – 11:00am

Location: Holiday Inn Express & Suites, 2810 Main Street, Red Bluff

Using AI for your Business Marketing

Artificial Intelligence (AI) has become increasingly beneficial to businesses and communities. However, very few people understand how to use AI to help with their marketing and other business strategies. We will take a deep dive into using AI to develop marketing strategies, and contents, and will take a step-by-step approach to developing an AI generated marketing strategy for your business.

Date: Wednesday, June 12, 2024

Time: 9:00am – 11:00am

Location: Holiday Inn Express & Suites, 2810 Main Street, Red Bluff

Introduction to Digital/Online Marketing

Workshop focus is on introductory methods of digital & online marketing. Learn the basics about Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), mobile, affiliate, and online ad marketing; get real-world examples of which type of marketing best fit your marketing goals; and ideas for your future marketing needs. This training is perfect for individuals who are first getting started in digital/online marketing, or would like more information on how to develop their current digital/online marketing.

Date: Thursday, June 20, 2024

Time: 9:00am – 11:00am

Location: Job Training Center, 718 Main Street, Red Bluff

Advanced Registration is Required! Call: (530) 895-9017 or Register Online:

<https://www.buttecollegesbdc.com/events/>



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SBDC programs are nondiscriminatory & available to individuals with disabilities. Reasonable accommodations for persons with disabilities will be made if requested 72 hours in advance. Contact Sophie Konuwa, director, 2480 Notre Dame Blvd., Chico, CA 95928, konuwaso@butte.edu, (530) 895-9017.

