

## WRITING A BUSINESS PLAN

Increase your chance for successful self-employment, or business launch by delving into business planning. Topics covered include: specifics of marketing, finance, legal, regulatory and operations issues; key components of information based planning and management; and the first steps for creating a business plan. Actual examples of effective business plans are used as course material.

**Recommendation:** CES2 1542 • *Starting a Business* prior to this class.

This is a 3-hour session. Choose the date below that works best for you.

**CES2 1543 \$45**  
**(.3 CEU)**

**Sec. 910760 Thursday, January 18, 2018**  
4:00 pm - 7:00 pm  
Jeffress Center, ROOM 111  
(Use Southeast entrance of building)

**Sec. 910729 Wednesday, March 14, 2018**  
2:00 pm - 5:00 pm  
Radcliff Center, ROOM 320

**Sec. 910762 Thursday, April 19, 2018**  
6:00 pm - 9:00 pm  
Jeffress Center, ROOM 111  
(Use Southeast entrance of building)

## REGISTRATION INSTRUCTIONS

Registration is a **two-step** process;  
please complete **Steps 1 & 2 below**:

Registration for classes begins **November 20<sup>th</sup>**  
and continues until the day before the class meets.  
Register early for best class selection!

Credit card payment is required when registering;  
please have your credit card on hand.

### STEP 1

Register for seminar via Schoolcraft College's  
WebAdvisor

- Go to: <https://webadvisor.schoolcraft.edu>  
(or enter the URL in your browser window)
- Continuing Education (Non-Credit)
- Register and Pay for Continuing Education Classes
- Insert the 4-Digist CES Number 1543
- If you experience problems registering, contact the Answer Center at 734-462-4426, during business hours:  
Monday - Thursday, 8:00 am–9:00 pm  
Fri., 8:00 am – 6:00 pm Sat., 9:00 am – 6:00 pm

### STEP 2

Register with the MI-SBDC

- Choose the link below that corresponds with the date you wish to attend:  
[January 18, 2018](#) [March 14, 2018](#)  
[April 19, 2018](#)
- Register for this event online.
- Enter your email address.  
If you are already in our database it will ask you for a password.  
If you do not know your password, the Send Verification Code button can be used.
- Confirm Registration information and select Register.