



FOR IMMEDIATE RELEASE

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Small Business Seminars – SUMMER SERIES

The Small Business Center at Cleveland Community College is offering eight (8) FREE seminars this summer on Thursdays, 6:00-8:30pm. Depending on the Covid-19 situation, the sessions may be held in person at the LeGrand Center in Shelby or online using the ZOOM platform. “We want to continue giving all businesses and organizations in Cleveland County opportunities to improve their potential for success,” said Steve Padgett, Director.

The summer schedule includes:

- May 21 – Website Development for Small Businesses
- May 28 – Financing Your Small Business
- June 4 – Non-Profit vs For-Profit: Regulatory Differences
- June 11 – Facebook Paid Ads for Business Owners
- June 18 – How to Write a Business Plan
- June 25 – Basics of Bookkeeping
- July 16 – How to Start a Business—Identifying the ABCs
- July 23 – Insurance...Business Risk Management

We have scheduled a special seminar on June 11 and encourage all business owners to attend. Small business owners need to learn the real power of Facebook ads as it has over 1.49 billion monthly users. With less than 3% of your customers seeing your post on Facebook today, it is more useful to view Facebook as a powerful paid advertising platform than a free social media site. With Facebook ads you can display your best content in front of key customers that have clearly self-identified themselves as good customers by their interest on Facebook. You can get started with Facebook ads with as little as a few dollars per ad.

You may register for any of these seminars online at www.clevelandcc.edu. For more information or for assistance with registration, contact Steve Padgett: Phone 704-669-4146 or email padgetts@clevelandcc.edu.

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