

## Specific Services, Programs and Training Sessions:

- Business plans
- Effective start-ups and feasibility of prospective businesses
- Personal financial planning
- How to structure the financing of a business
- How to pitch a business to potential investors
- How to attract and retain good people
- Employee benefits
- Bank lending seminars
- Planning for growth and succession
- Developing new and alternative business ventures in critical business areas such as agriculture and land utilization, professional services and technology-based industries
- One-on-one management consulting offered by faculty, small business development center personnel and practicing business professionals.

## Types of Services and Assistance:

- Preparing business plans
- Preliminary accounting and legal assistance
- Marketing surveys and feasibility studies
- Developing financial projections
- Identifying sources of financing
- Formulating loan proposals
- Developing new markets
- Managing cash flow
- Assistance with various funding proposals, including SBDC loans
- **NEW:** Online classes and consulting now available

The Tennessee Small Business Development Center offers **FREE** assistance to help business owners grow and develop successful, thriving businesses.

[www.tsbdc.org](http://www.tsbdc.org)

## Regional Entrepreneurship & Economic Development Center

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The TSBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration. Additional funding is provided by the Tennessee Board of Regents and the State of Tennessee. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons for persons with disabilities will be made if requested at least two weeks in advance. Contact TSBDC office at 731-587-7333 to make arrangements.

# Tennessee Small Business Development Center

at the

## REED Center

Regional Entrepreneurship  
& Economic Development Center  
The University of Tennessee at Martin



## Empowering Small Businesses

A service of the  
Tom E. Hendrix Chair of Free Enterprise  
and Horace and Sara Dunagan Chair of Banking  
at The University of Tennessee at Martin  
Regional Entrepreneurship & Economic Development Center and  
U.S. Small Business Administration

[www.tsbdc.org](http://www.tsbdc.org)

The Regional Entrepreneurship and Economic Development (REED) Center serves existing and prospective entrepreneurs and supports economic development in rural northwest Tennessee.

The Tennessee Small Business Development Center (TSBDC) meets the needs of business owners through one-on-one consultations and interactive training programs. We provide information to prospective entrepreneurs and existing small business owners needing individual consultation, group training services and associated technical resources. The REED Center offers seminars, training sessions and other services supporting entrepreneurship and regional economic development.



Service area includes the counties of:  
• Weakley • Henry • Carroll • Gibson • Obion • Benton  
• Other communities

Consultation services are FREE, and training programs are free or low cost. For dates and times, call (731) 587-7333 or go to [www.tsbdc.org](http://www.tsbdc.org).

## Seminars & Training Sessions\*

### Small Business 101: How to Start a Small Business

This two-hour seminar is geared toward those individuals who are thinking about starting a small business. It is also appropriate for new and existing small business owners and operators who want to know more about the basics of small-business management. Topics include: licensing requirements, business planning, legal business structures and obtaining financing. A short question and answer period follows the seminar.

### Using Social Media to Market Your Business

Social networking is great for connecting people together. And social networking can also allow your business to connect to new and existing customers. Learn how tools like Facebook, Twitter, live chat, Yammer, and more, can help you market your business and connect with customers and employees.

### E-Commerce and Your Business:

#### How to Sell Your Stuff Online

This seminar will show businesses and individuals the many different options they have to sell their products online. Examples will be shown and step-by-step instructions will be given.

### The Plan: Business Plan Basics for the Entrepreneur

Business planning is an essential step in starting a business. This two-hour seminar covers the parts of a business plan, how to get your ideas organized and on paper, key make-it or break-it points for success, common mistakes, and much more.

### Utilizing the Small Business Administration for Business Success

This program provides information on SBA loans and financing opportunities available through the U.S. Small Business Administration.

### Managing Your Business Finances

Getting control of your business finances is critical to your business' success. Learn about the different options available to you to manage your business finances ... from accounting to inventory control, to balance sheets and more.

### Starting a Home-Based Business

Running a business out of your home has its advantages as well as its challenges. This session is designed to share information with those attendees who are interested in developing a small, home-based business.

### Marketing Your Small Business:

#### The Dynamics of Marketing Your Business

This highly informative program focuses on distinct issues that will affect how you will market your business. Attendees will establish a foundation for building a more comprehensive marketing plan.

### Tax Issues and Your Small Business

Be ready to face the changes and challenges of the tax season. Learn about the forms, filing regulations and record-keeping requirements for small business. Explore the pitfalls and secret tips of filing your small business tax returns.

### Government Contracting

Experts will provide you with the fundamentals of government contracting for small business in this high energy, information-packed seminar. Learn the skills you need to compete for government contracts, explore small-business and minority selection standards and move your small business into competition for those valuable government contracts.

### Time Management: Time Wasted is Costing You \$\$\$

Time is an asset that is often neglected. This seminar focuses on how you and your employees can make the most of your business' time.

### Customer Service: It's All About the Guest in Your Business

The customer is your priority for success. This seminar focuses on how you and your employees can implement the do's and don'ts for customer service.

### One-on-One Consultation & Group Counseling for Small Businesses

One-on-one and group consulting sessions can be scheduled with the REED Center to focus on specific business issues that impact your venture.

\*Other seminars are offered as needed. For a complete list of scheduled seminars go to [www.tsbdc.org](http://www.tsbdc.org).