

Small Business Center

Micro Enterprise Certificate

Fall 2007



Six-Course Webinar Series

Micro enterprises (defined as all small businesses with twenty employees or less) are the economic backbone of virtually every community across the nation. In fact, 85% of all businesses are classified as micro enterprises. Why not start your own micro enterprise and get your share of the great American dream!

The WCTC Micro Enterprise webinar series will help you plan, organize, manage, market, prepare and launch your own profitable micro enterprise venture under the guidance of an experienced entrepreneur instructor. Designed to be completed without setting foot in a traditional classroom, students can complete this six-course series from any location where they have access to an Internet-connected computer and telephone. The American dream is within your reach...so dare to dream big!

- **To register for any course, call 262.695.6576**
- **For more information, call 262.695.3468**

Students who successfully complete all six courses receive a WCTC Micro Enterprise Certificate along with a \$100 scholarship award (subject to available funding). Upon completing the required courses, contact the Manager of the WCTC Small Business Center at 262.695.3468 to apply for your certificate.

145-430 Intro to Micro Enterprise

Discover what it takes to succeed both personally and professionally as a micro enterprise entrepreneur. Learn the basics of micro entrepreneurship including what steps you need to take to start your venture, what you need to do first and how to make sure you are doing everything right...and in the right order. By the end of this course, you will have a simple website up and running as well as an in depth understanding of the critical steps necessary to launch your new micro enterprise. After registering, please contact the instructor by e-mail at rick@businessdiligence.com for additional course information.

145-431 Plan Your Micro Enterprise

Creating a comprehensive business plan is the first step on your journey to micro enterprise success. Define and set your business goals, research your competition, develop your marketing strategies and identify your unique competitive advantage...all while determining the feasibility of your business idea. Study materials include free business plan templates as well as access to discounted business planning software. After registering, please contact the instructor by e-mail at rick@businessdiligence.com for additional course information.

CRN	Starts	Ends	Days	Hrs	Room	Time	Cost	CRN	Starts	Ends	Days	Hrs	Room	Time	Cost
11878	09/11/07	09/11/07	Tues	1.5	Internet	6:30-7:55P	\$69	11880	09/19/07	09/19/07	Wed	1.5	Internet	6:30-7:55P	\$69
11879	10/24/07	10/24/07	Wed	1.5	Internet	6:30-7:55P	\$69	11881	11/08/07	11/08/07	Thurs	1.5	Internet	6:30-7:55P	\$69

145-432 Organize Your Micro Enterprise

Getting and staying organized is an essential ingredient to success in starting a micro enterprise. Learn how savvy micro entrepreneurs select and use outside business professionals to build their credibility, protect their assets and capitalize their ventures. Recognize the critical role that accounting, law, insurance, banking and government play in every new micro enterprise... while wisely building the right team of business professionals around you. After registering, please contact the instructor by e-mail at rick@businessdiligence.com for additional course information.

CRN	Starts	Ends	Days	Hrs	Room	Time	Cost
11882	09/27/07	09/27/07	Thurs	1.5	Internet	6:30–7:55P	\$69
11883	11/13/07	11/13/07	Tues	1.5	Internet	6:30–7:55P	\$69

145-434 Market Your Micro Enterprise

Developing a creative, effective and results-oriented marketing/sales strategy is a crucial step in starting your micro enterprise and may very well be the difference between success and failure. Learn how to define your customer, research existing markets, create new markets, develop sales channels and generate free PR as you market your products and services locally, regionally and nationally. Tap into the power of free and low cost strategies for growing your new micro enterprise...while learning how to build your business from nothing into something big. After registering, please contact the instructor by e-mail at rick@businessdiligence.com for additional course information.

CRN	Starts	Ends	Days	Hrs	Room	Time	Cost
11886	10/10/07	10/10/07	Wed	1.5	Internet	6:30–7:55P	\$69
11887	12/06/07	12/06/07	Thurs	1.5	Internet	6:30–7:55P	\$69

145-433 Manage Your Micro Enterprise

Gaining the confidence you need to manage the all important financial aspects of your new micro enterprise means having the right systems in place from the start. Learn how to set up your accounting systems including billing, collecting payments, paying yourself and money management strategies. Discuss cash flow projections, banking do's and don'ts as well as tax implications for your new enterprise as you build the confidence you need to expertly manage your finances...while keeping your new enterprise out of trouble. After registering, please contact the instructor by e-mail at rick@businessdiligence.com for additional course information.

CRN	Starts	Ends	Days	Hrs	Room	Time	Cost
11884	10/02/07	10/02/07	Tues	1.5	Internet	6:30–7:55P	\$69
11885	11/28/07	11/28/07	Wed	1.5	Internet	6:30–7:55P	\$69

145-435 Prepare Your Micro Enterprise

Preparing your micro enterprise for a successful launch means knowing in advance how to capture and track critical data on your customers, contacts, vendors and other key information. Learn how to streamline your internal processes and identify the specific information you must capture on a consistent basis to manage the vital relationships that drive future growth... and maximize profit. With these fine-tuned processes and procedures in place, your new micro enterprise is ready for launch...and ready to profit. After registering, please contact the instructor by e-mail at rick@businessdiligence.com for additional course information.

CRN	Starts	Ends	Days	Hrs	Room	Time	Cost
11888	10/18/07	10/18/07	Thurs	1.5	Internet	6:30–7:55P	\$69
11889	12/11/07	12/11/07	Tues	1.5	Internet	6:30–7:55P	\$69

About Your Instructor

Rick Terrien has been running successful micro enterprises all his adult life. His first successful venture, Banner Graphics, grew from nothing into a highly profitable business with customers that included 75% of the Fortune 500, most major universities and the world's best known non-profit organizations. And he did it with money out of his loose change jar and only two employees...his wife and him!

Rick's most recent venture began more than ten years ago after he co-invented the Vertical Fluid Recycler and started Universal Separators earning eight U.S. and foreign patents. This micro enterprise currently recycles on six continents more than ten million gallons of oil every year that used to be lost to wastewater. Rick has won some of the most prestigious new product awards and distinguished global business accolades available



including the U.S. Small Business New Product of the Year Award, the Fast 50 Award and the Wisconsin New Product of the Year Award (twice) among others.

Rick's micro enterprise ventures have one thing in common. They were started on a shoestring budget with only a few employees...but grew to be wildly successful! Rick's current venture, Business Diligence, taps into his passion for helping other aspiring micro entrepreneurs learn what it takes to start their own micro enterprises through education, marketing/sales support and his digital incubator. For more information, contact Rick by e-mail at rick@businessdiligence.com or by phone at 608.577.7546.