

# SMALL BUSINESS ONLINE TRAINING RESOURCES GUIDE

This Guide is sponsored by the San Diego Regional Innovation Center (SDRIC) and identifies training available through the U.S. Small Business Administration (SBA).

As part of the SDRIC, the Foundation for Enterprise Development (FED) developed this **2014 SMALL BUSINESS ONLINE TRAINING RESOURCES GUIDE** to San Diego County online webinars, local workshops and tools to assist small businesses and entrepreneurs in successfully starting, growing and managing their companies. The Guide provides an overview and sampling of the extensive training offerings from the **SBA Learning Center, SBA Government Contracting Classroom, SCORE, the San Diego Small Business Development Center (SDSBDC) and the San Diego Contracting Opportunities Center (SDCOC)**. Most of the training is FREE, much of it is available 24/7/365, and many offerings are in Spanish. The training programs are updated and expanded during the year and small businesses are encouraged to visit the websites below for the current and new offerings.

## How To Use This Guide

The FED has arranged the training in this Guide into four content tracks to assist entrepreneurs and small businesses in choosing the programs that best fit their stage of business, operations, marketing, technology, products and service development.

**Business Readiness (BR)** focuses on infrastructure, revenue, financing and partnership options for bringing products and services to market. These training programs help shape your business, pricing, revenue models, stakeholders, operations, and financial and legal requirements.

**Government Contracting (GC)** provides the information and tools to become a government contractor or subcontractor to a prime contractor and successfully bid and win contracts.

**Market Readiness (MR)** provides insight on marketing, markets and competitors to define your product, technology solution or service, and guide development of your business model. These programs help you analyze markets, competitors, branding, promotion, sales and customers.

**Technology/Manufacturing Readiness (TR)** supports system review to develop and mature products and technologies into the operational environment and commercial markets. Training programs in this category help your business shape and define technical offerings, address patent and intellectual property (IP) issues, certification and accreditation requirements, and identify and develop grant and funding sources. These programs help to identify infrastructure requirements, operational environments, manufacturing and supply chains, and assess technology, manufacturing, go-to-market maturity levels, risks, and remediation.

Program Area	Courses/ Offerings	Prog. Length	Content Category	Links
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The **SBA Learning Center Online Courses/Workshops** are FREE at <http://www.sba.gov/tools/sba-learning-center/search/training> and offered in five areas: **Starting A Business - 7; Managing a Business - 7; Financing - 4; Marketing - 1; Government Contracting - 16**. Workshops are approximately 30 - 45 minutes long and are self-paced, featuring a slide presentation, a workbook and/or slide text summary. For additional Online Workshops, visit <http://www.sba.gov/tools/sba-learning-center/search/training>

Starting a Business	<b>Young Entrepreneurs: An Essential Guide to Starting Your Own Business</b> - The Fundamentals of Starting a Business in three online self-paced Modules with Tip sheet and SBA Certificate of Completion. Topics include: idea generation and marketing; business plan, mentor, financing, structure and registration; and support resources.	41 Min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/training/young-entrepreneurs-essential-guide-starting-your-own-business">http://www.sba.gov/tools/sba-learning-center/training/young-entrepreneurs-essential-guide-starting-your-own-business</a>
	<b>How To Write A Business Plan -</b>	30 Min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/training/how-write-business-plan">http://www.sba.gov/tools/sba-learning-center/training/how-write-business-plan</a>
	<b>Native American Business Primer</b>		BR	<a href="http://www.sba.gov/tools/sba-learning-center/training/native-american-business-primer">http://www.sba.gov/tools/sba-learning-center/training/native-american-business-primer</a>
	<b>Business Development Growth for Native American Business</b>	30 Min	MR	<a href="http://www.sba.gov/tools/sba-learning-center/training/business-development-growth-native-american-businesses">http://www.sba.gov/tools/sba-learning-center/training/business-development-growth-native-american-businesses</a>
	<b>Introduction to Franchising</b>	30 Min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/training/introduction-franchising">http://www.sba.gov/tools/sba-learning-center/training/introduction-franchising</a>
	<b>Business Opportunities: A Guide to Winning Federal Contracts</b>	30 Min	MR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/training/business-opportunities-guide-winning-federal-contracts">http://www.sba.gov/tools/sba-learning-center/training/business-opportunities-guide-winning-federal-contracts</a>
	<b>Encore Entrepreneurs: An Introduction to Starting Your own Business</b>	30 Min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/training/encore-entrepreneurs-introduction-starting-your-own-business">http://www.sba.gov/tools/sba-learning-center/training/encore-entrepreneurs-introduction-starting-your-own-business</a>
	<b>Encore Entrepreneurship for Women over 50</b>	30 Min	BR, MR	<a href="http://www.sba.gov/tools/sba-learning-center/training/encore-entrepreneurship-women">http://www.sba.gov/tools/sba-learning-center/training/encore-entrepreneurship-women</a>



Managing Your Business	Business Technology Simplified: MODULE 1 - Desktop Technology	30 Min	BR	SBA Certificate after completing the three Business Technology Simplified modules <a href="http://www.sba.gov/tools/sba-learning-center/training/business-technology-simplified">http://www.sba.gov/tools/sba-learning-center/training/business-technology-simplified</a>
	Business Technology Simplified: MODULE 2 - Using Web-Based Services for Advanced Capabilities	30 Min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/training/business-technology-simplified">http://www.sba.gov/tools/sba-learning-center/training/business-technology-simplified</a>
	Business Technology Simplified: MODULE 3 - Reaching Customers, Marketing, Sales Pipeline & more.	30 Min	MR	<a href="http://www.sba.gov/tools/sba-learning-center/training/business-technology-simplified">http://www.sba.gov/tools/sba-learning-center/training/business-technology-simplified</a>
	CyberSecurity for Small Business:	30 Min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/training/cybersecurity-small-businesses">http://www.sba.gov/tools/sba-learning-center/training/cybersecurity-small-businesses</a>
	Customer Service	30 Min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/training/customer-service">http://www.sba.gov/tools/sba-learning-center/training/customer-service</a>
	Crime Prevention: A Guide for Small Business	30 Min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/training/crime-prevention-guide-small-businesses">http://www.sba.gov/tools/sba-learning-center/training/crime-prevention-guide-small-businesses</a>
	Take Your Business Global: A Guide to Exporting	30 Min	MR	<a href="http://www.sba.gov/tools/sba-learning-center/training/take-your-business-global-introduction-exporting">http://www.sba.gov/tools/sba-learning-center/training/take-your-business-global-introduction-exporting</a>
	Disaster Recovery: A Guide to SBA Disaster Assistance	30 Min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/training/disaster-recovery-guide-sbas-disaster-assistance-programs">http://www.sba.gov/tools/sba-learning-center/training/disaster-recovery-guide-sbas-disaster-assistance-programs</a>
Financing	Introduction to Crowdfunding for Entrepreneurs	30 Min	BR, MR	Option to receive a Certificate of Completion from the SBA. <a href="http://www.sba.gov/tools/sba-learning-center/training/introduction-crowdfunding-entrepreneurs">http://www.sba.gov/tools/sba-learning-center/training/introduction-crowdfunding-entrepreneurs</a>
	Introduction to Accounting	30 min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/training/introduction-accounting">http://www.sba.gov/tools/sba-learning-center/training/introduction-accounting</a>
	How to Prepare A Loan Package	30 Min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/training/how-prepare-loan-package">http://www.sba.gov/tools/sba-learning-center/training/how-prepare-loan-package</a>
	Finance Primer: Guide to SBA Loan Guaranty Programs	30 Min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/training/finance-primer-guide-sba-loan-guaranty-">http://www.sba.gov/tools/sba-learning-center/training/finance-primer-guide-sba-loan-guaranty-</a>
Marketing	Marketing 101: A Guide to Winning Customers	30 Min	MR	<a href="http://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers">http://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</a>
Government Contracting	See SBA Government Contracting Classroom section in this document for access to Online Workshops			<a href="http://www.sba.gov/gclassroom">http://www.sba.gov/gclassroom</a>
Program Area	Courses	Prog. Length	Content Category	Links
<p><b>The SBA Learning Center TRAINING VIDEOS</b> offer 66 in five areas: <b>Starting A Business</b> - 8; <b>Managing a Business</b> - 36; <b>Financing</b> - 13; <b>Marketing</b> - 6; and <b>Government Contracting</b> - 3. Below is a sample of some the FREE videos available at <a href="http://www.sba.gov/tools/sba-learning-center/search/video">http://www.sba.gov/tools/sba-learning-center/search/video</a> In addition, there are 26 archived chat sessions with experts and participant Q&amp;As available on webpages at <a href="http://www.sba.gov/tools/sba-learning-center/search/chat">http://www.sba.gov/tools/sba-learning-center/search/chat</a></p>				
Starting A Business	SBA Introduction	20 Min	BR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/search/video">http://www.sba.gov/tools/sba-learning-center/search/video</a>
	How to Sell to the Federal Government as a Small Business	2:37 Min	MR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/search/video">http://www.sba.gov/tools/sba-learning-center/search/video</a>
	SBA 504 Loan Program- Helping Businesses Grow and Create Jobs	1:30 Min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/search/video">http://www.sba.gov/tools/sba-learning-center/search/video</a>
Managing Your Business	Series of short videos titled "America's Best"; "Strategies for Growth; "SBA Delivering Success"	Est 30 Min	BR, GC	Each video in the series is 3 to 7 minutes in length. <a href="http://www.sba.gov/tools/sba-learning-center/search/video">http://www.sba.gov/tools/sba-learning-center/search/video</a>
	Where Will Your Next Customer Come From?	2:40 Min	MR	<a href="http://www.sba.gov/tools/sba-learning-center/search/video">http://www.sba.gov/tools/sba-learning-center/search/video</a>
Financing	Schedule C Profit or Loss from Business	2:37 Min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/search/video">http://www.sba.gov/tools/sba-learning-center/search/video</a>
	Recordkeeping	2:05 Min	BR	<a href="http://www.sba.gov/tools/sba-learning-center/search/video">http://www.sba.gov/tools/sba-learning-center/search/video</a>
Marketing	Strategies for Growth Video Series	Est 15 Min	BR, MR	Each video 2 to 4 Minutes. <a href="http://www.sba.gov/tools/sba-learning-center/search/video">http://www.sba.gov/tools/sba-learning-center/search/video</a>



	How To Write A Business Plan	2:37 Min	BR, MR	<a href="http://www.sba.gov/tools/sba-learning-center/search/video">http://www.sba.gov/tools/sba-learning-center/search/video</a>
	How to Sell to the Federal Government as a Small Business	2:40 Min	MR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/search/video">http://www.sba.gov/tools/sba-learning-center/search/video</a>
Government Contracting	See the <b>Government Contracting Classroom</b> within this document for more information.			The videos available at the SBA Learning Center are also available at <a href="http://www.sba.gov/gcclassroom">http://www.sba.gov/gcclassroom</a>
Featured Tool	Sizeup - Online interactive Business Assessment Tool	20 Min	MR	<a href="http://www.sba.gov/tools/sizeup">http://www.sba.gov/tools/sizeup</a>
Program Area	Courses/ Offerings	Prog. Length	Content Category	Links
<p><b>SBA's Government Contracting Classroom</b> provides FREE Online Workshops that are self-paced slide presentations accompanied by Workbooks and Text documents. Two ways to access workshops, <a href="http://www.sba.gov/gcclassroom">http://www.sba.gov/gcclassroom</a> or <a href="http://www.sba.gov/tools/sba-learning-center/search/everything/government-contracting">http://www.sba.gov/tools/sba-learning-center/search/everything/government-contracting</a>. Before entering a course, you may be prompted to complete a registration form, which includes a few short questions and takes less than a minute.</p>				
Government Contracting Classroom	Pre-8(a) Business Development Program Training Series. Module 1 - Setting Expectations	28 Min	BR, GC	This is a three part Pre-8(a) training program. <a href="http://www.sba.gov/tools/sba-learning-center/training/pre-8a-business-development-program-training-series">http://www.sba.gov/tools/sba-learning-center/training/pre-8a-business-development-program-training-series</a>
	Pre-8(a) Business Development Program Training Series. Module 2 - Introduction to Federal Contracting	38 Min	BR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/training/pre-8a-business-development-program-training-series">http://www.sba.gov/tools/sba-learning-center/training/pre-8a-business-development-program-training-series</a>
	Pre-8(a) Business Development Program Training Series. Module 3 - Winning Contracts	45 Min	BR, GC, MR	<a href="http://www.sba.gov/tools/sba-learning-center/training/pre-8a-business-development-program-training-series">http://www.sba.gov/tools/sba-learning-center/training/pre-8a-business-development-program-training-series</a>
	Government Contracting 101 Part 1 - Introduction to Government Contracting	26 Min	BR, GC	This is a three-part training program. <a href="http://www.sba.gov/tools/sba-learning-center/training/government-contracting-101">http://www.sba.gov/tools/sba-learning-center/training/government-contracting-101</a>
	Government Contracting 101 Part 2 - Government Purchasing Steps	19 Min	BR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/training/government-contracting-101">http://www.sba.gov/tools/sba-learning-center/training/government-contracting-101</a>
	Government Contracting 101 Part 3 - Selling Goods and Services to Government	11 Min	MR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/training/government-contracting-101">http://www.sba.gov/tools/sba-learning-center/training/government-contracting-101</a>
	The WOSB Advantage	20 Min	BR, MR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/training/wosb-advantage">http://www.sba.gov/tools/sba-learning-center/training/wosb-advantage</a>
	The HUBZone Primer	20 Min	BR, MR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/training/hubzone-primer-eligibility-certification-requirements">http://www.sba.gov/tools/sba-learning-center/training/hubzone-primer-eligibility-certification-requirements</a>
	Business Opportunities: A Guide to Winning Federal Contracts	30 Min.	MR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/training/business-opportunities-guide-winning-federal-contracts">http://www.sba.gov/tools/sba-learning-center/training/business-opportunities-guide-winning-federal-contracts</a>
	Veteran Owned Small Business - Contracting Programs	12.5 Min	BR, MR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/training/veteran-owned-small-business-contracting-programs">http://www.sba.gov/tools/sba-learning-center/training/veteran-owned-small-business-contracting-programs</a>
	Non-Manufacturer Rule Primer	18 Min	BR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/training/non-manufacturer-rule-primer">http://www.sba.gov/tools/sba-learning-center/training/non-manufacturer-rule-primer</a>
	Tribal Enterprise Business Guide: 8(a) Business Development Program	31 Min	BR, MR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/training/tribal-enterprise-business-guide-8a-business-development-program">http://www.sba.gov/tools/sba-learning-center/training/tribal-enterprise-business-guide-8a-business-development-program</a>
	How to Prepare Government Contract Proposals	30 Min.	MR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/training/how-prepare-government-contract-proposals">http://www.sba.gov/tools/sba-learning-center/training/how-prepare-government-contract-proposals</a>
	NHO Business Guide: 8(a) Business Development Program	28.5 Min	BR, MR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/training/nho-business-guide-8a-business-development-program">http://www.sba.gov/tools/sba-learning-center/training/nho-business-guide-8a-business-development-program</a>
ANC Business Guide: 8(a) Business Development Program	29 Min.	BR, MR, GC	<a href="http://www.sba.gov/tools/sba-learning-center/training/anc-business-guide-8a-business-development-program">http://www.sba.gov/tools/sba-learning-center/training/anc-business-guide-8a-business-development-program</a>	



Program Area	Courses/ Offerings	Prog. Length	Content Category	Links
<p><b>The San Diego Small Business Development Center (SBDC)</b> provides training, information and tools to small businesses in the San Diego region to the international border. The SBDC offers over 200 TRAINING EVENTS each year at various sites across the region- a sampling of programs appears below. Workshops are FREE or at a nominal fee, and are led by industry experts. Visit <a href="http://www.growmybiz.org/">http://www.growmybiz.org/</a> or the TRAINING EVENTS CALENDAR at <a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a> to view the current offerings.</p>				
Startup Your Business	Why New Businesses Should Incorporate or Form an LLC	1 Hr	BR	<a href="http://www.score.org/workshops/why-new-businesses-should-incorporate-or-form-llc">http://www.score.org/workshops/why-new-businesses-should-incorporate-or-form-llc</a>
	How to Price Your Products and Services	90 Min	BR, MR	<a href="http://www.score.org/workshops/how-price-your-products-and-services">http://www.score.org/workshops/how-price-your-products-and-services</a>
	Determining Your Business Legal Structure	1 Hr	BR	<a href="http://www.score.org/events/workshops/determining-your-business-legal-structure">http://www.score.org/events/workshops/determining-your-business-legal-structure</a>
Run & Grow Your Business	Preparing for Big Changes in Business in 2014	1 Hr	BR	<a href="http://www.score.org/workshops/preparing-big-changes-business-2014">http://www.score.org/workshops/preparing-big-changes-business-2014</a>
	How to Create an Actionable RoadMap for Your Company's Growth	1 Hr	BR	<a href="http://www.score.org/workshops/how-to-create-actionable-roadmap-for-growth">http://www.score.org/workshops/how-to-create-actionable-roadmap-for-growth</a>
	Trademarks & Copyrights for Entrepreneurs and Small Business	1 Hr	BR,TR	<a href="http://www.score.org/workshops/trademarks-and-copyrights-entrepreneurs-and-small-businesses">http://www.score.org/workshops/trademarks-and-copyrights-entrepreneurs-and-small-businesses</a>
	8 Trends Every Business Owner Should Be Watching Right Now	40 Min	BR, MR, TR	<a href="http://www.score.org/workshops/8-trends-every-business-owner-should-be-watching-right-now">http://www.score.org/workshops/8-trends-every-business-owner-should-be-watching-right-now</a>
	Top 10 HR Issues: How to Avoid Common Pitfalls	1 Hr	BR,TR	<a href="http://www.score.org/onlineworkshops/tab-a">http://www.score.org/onlineworkshops/tab-a</a>
Finance & Money	Creating Capital Channels With Crowdfunding	1 Hr	BR	<a href="http://www.score.org/workshops/creating-capital-channels-with-crowdfunding">http://www.score.org/workshops/creating-capital-channels-with-crowdfunding</a>
	Tax Secrets to Keep More of What You Earn!	1 Hr	BR	<a href="http://www.score.org/workshops/tax-secrets-keep-more-what-you-earn-0">http://www.score.org/workshops/tax-secrets-keep-more-what-you-earn-0</a>
	Getting Your Business Ready for Financing	1 Hr	BR	<a href="http://www.score.org/workshops/getting-your-business-ready-financing">http://www.score.org/workshops/getting-your-business-ready-financing</a>
	Creating A Profit & Loss Statement	40 Min	BR	<a href="http://www.score.org/workshops/creating-profit-and-loss-statement">http://www.score.org/workshops/creating-profit-and-loss-statement</a>
	Understanding Debt Alternatives in Today's Economy	1 Hr	BR	<a href="http://www.score.org/workshops/understanding-debt-alternatives-todays-economy">http://www.score.org/workshops/understanding-debt-alternatives-todays-economy</a>
Marketing	Identifying Your Sales Strategy	40 Min	MR	<a href="http://www.score.org/workshops/identifying-your-sales-strategy">http://www.score.org/workshops/identifying-your-sales-strategy</a>
	Social Media Demystified	1 Hr	MR	<a href="http://www.score.org/workshops/social-media-demystified">http://www.score.org/workshops/social-media-demystified</a>
	EDDM: How to Get Entire Neighborhoods Aware of and Using Your Business	1 Hr	MR	<a href="http://www.score.org/workshops/get-entire-neighborhoods-using-your-business">http://www.score.org/workshops/get-entire-neighborhoods-using-your-business</a>
	Be Remarkable: Creating Content for SEO Success	1 Hr	MR	<a href="http://www.score.org/workshops/be-remarkable-creating-content-seo-success">http://www.score.org/workshops/be-remarkable-creating-content-seo-success</a>
	Naming and Trademarking: Creating Your Brand's First Impression	1.5 Hrs	BR, MR, TR	<a href="http://www.score.org/workshops/naming-and-trademarking-creating-your-brands-first-impression">http://www.score.org/workshops/naming-and-trademarking-creating-your-brands-first-impression</a>
	How to Get Noticed by the Media: Secrets from an Insider	1 Hr	MR	<a href="http://www.score.org/workshops/how-get-noticed-media-secrets-insider">http://www.score.org/workshops/how-get-noticed-media-secrets-insider</a>
	Online Presence Options for Today's Small Business	1 Hr	MR	<a href="http://www.score.org/workshops/online-presence-options-todays-small-business">http://www.score.org/workshops/online-presence-options-todays-small-business</a>
Technology	Computer Scams, Fraud and Espionage: How Cyber Crime Can Destroy Your Business	1 Hr	BR,TR	<a href="http://www.score.org/workshops/computer-scams-fraud-and-espionage-how-cyber-crime-can-destroy-your-business">http://www.score.org/workshops/computer-scams-fraud-and-espionage-how-cyber-crime-can-destroy-your-business</a>
	SEO Unplugged: What is SEO and Smart Tips for Managing Yours	1 Hr	MR	<a href="http://www.score.org/workshops/seo-unplugged-what-seo-and-smart-tips-managing-yours">http://www.score.org/workshops/seo-unplugged-what-seo-and-smart-tips-managing-yours</a>
	Getting Found Online: Website and SEO Strategies for Your Small Biz	1 HR	MR	<a href="http://www.score.org/workshops/getting-found-online-website-and-seo-strategies-your-small-biz">http://www.score.org/workshops/getting-found-online-website-and-seo-strategies-your-small-biz</a>
	10 Tips for Building a Business Class Website	1 Hr	MR	<a href="http://www.score.org/workshops/10-tips-building-business-class-website">http://www.score.org/workshops/10-tips-building-business-class-website</a>
	Online Presence Options for Today's Small Business	1 Hr	MR	<a href="http://www.score.org/workshops/online-presence-options-todays-small-business">http://www.score.org/workshops/online-presence-options-todays-small-business</a>
Templates & Tools	Dozens of Templates and Tools in the following categories: Startup; Run & Grow A Business; Marketing; Management; Technology; Finance & Money; and Business Advice	Down load	BR, MR	<a href="http://www.score.org/resources/tab-a">http://www.score.org/resources/tab-a</a>
	Business Planning & Financial Statements Template Gallery including 5 Biz Planning; 13 Financial; 11 Mktg; 1 Sales; 4 Mgmt	Down load	BR, MR	<a href="http://www.score.org/resources/business-planning-financial-statements-template-gallery">http://www.score.org/resources/business-planning-financial-statements-template-gallery</a>



Program Area	Courses/ Offerings	Prog. Length	Content Category	Links
<p><b>The San Diego Small Business Development Center (SBDC)</b> provides training, information and tools to small businesses in the San Diego region to the international border. The SBDC offers over 200 TRAINING EVENTS each year at various sites across the region- a sampling of programs appears below. Workshops are FREE or at a nominal fee, and are led by industry experts. Visit <a href="http://www.growmybiz.org/">http://www.growmybiz.org/</a> or the TRAINING EVENTS CALENDAR at <a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a> to view the current offerings.</p>				
Local Workshops	SCORE Local Workshops are monthly, Instructor-led courses delivered by business experts and SCORE volunteers on a variety of topics above.	1.5 to 6 Hrs	BR, MR, TR	<a href="http://www.score.org/localworkshops">http://www.score.org/localworkshops</a>
Starting A Business	Steps to Starting Up A Business	2 Hrs	BR	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Planning for Business Success/ Business Plan	2 Hrs	BR, MR	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Business Structures & Legal Issues/	2 Hrs	BR	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Slingshot Your Business to Success - Introduction	2 Hrs	BR	Slingshot workshops are FREE to businesses in the City of San Diego; otherwise \$49 per workshop. To participate in Slingshot, submit a brief application after Introduction program.
	Slingshot Program: Funding Forum	3 Hrs	BR	"Slingshot" workshops cost \$49 each at <a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Slingshot: Business Plans That Win \$\$\$	3 Hrs	BR, MR	"Slingshot" workshops cost \$49 each at <a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Slingshot: Financial Projections - Step by Step	3 Hrs	BR	"Slingshot" workshops cost \$49 each at <a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
Managing Your Business	Quick Books for Start Up Businesses	3 Hrs	BR	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Taxes and How They Impact Your Business	2 Hrs	BR	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
Financing	Basics of SBIR/STTR-Practical Instruction	2 Hrs	TR, GC	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	How to Hire: Best Practices for Small Business	2 Hrs	BR	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Financing Your Business	2 Hrs	BR	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
Marketing	IRS Tax Workshop	4 Hrs	BR	Workshop is offered in English and Spanish. <a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Funding Your Business	1.5 Hrs	BR	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Exploring Market Entry Strategies	3 Hrs	MR	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Building Your Website	3 Hrs	MR	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Marketing Basics	2 Hrs	MR	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Online Marketing	2 Hrs	MR	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Getting Started with Facebook	1 Hr	MR	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	10 Steps to Doing Business with Government Agencies/ Contractors	2 Hrs	BR, GC	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	More Sales: Less Selling	2 Hrs	MR	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
Slingshot: Marketing Defined, Explained and Applied	3 Hrs	MR	"Slingshot" workshops cost \$49 each at <a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>	
Government Contracting	Slingshot: How To Perfect Your Pitch	3 Hrs	MR	"Slingshot" workshops cost \$49 each at <a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Beyond The Basics: Module 1 - Introduction to Federal State & Local	3 Hrs	BR, GC	Four modules in the 2 - day BEYOND THE BASICS series. <a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Beyond The Basics: Module 2 Building A Capability Statement	3 Hrs	MR, GC	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Beyond the Basic: Module 3 - Certifications and Multiple Awards	3 Hrs	BR, GC	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>
	Beyond The Basics: Module 4 - Biddings	3 Hrs	BR, GC	<a href="http://sdsbdc.ecenterdirect.com/Conferences.action">http://sdsbdc.ecenterdirect.com/Conferences.action</a>



Program Area	Courses/ Offerings	Prog. Length	Content Category	Links
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Government Contracting Online Courses	Bidding and Estimating	3 Hrs	MR, GC	<a href="http://ptac-sandiego.org/online-training/">http://ptac-sandiego.org/online-training/</a>
	Marketing to Government Agencies	2.5 Hrs	MR, GC	<a href="http://ptac-sandiego.org/online-training/">http://ptac-sandiego.org/online-training/</a>
	Doing Business with the General Services Administration (GSA)	3 Hrs	BR, MR, GC	<a href="http://ptac-sandiego.org/training-event-schedule/">http://ptac-sandiego.org/training-event-schedule/</a>
	Responding to Requests for Proposals (RFPs)	3 Hrs	BR, MR, GC	<a href="http://ptac-sandiego.org/training-event-schedule/">http://ptac-sandiego.org/training-event-schedule/</a>
	Creating a Capability Statement for Marketing to the Government	2.5 Hrs	BR, MR, GC	<a href="http://ptac-sandiego.org/training-event-schedule/">http://ptac-sandiego.org/training-event-schedule/</a>
	Teaming with Prime Contractors and Consultants	2.5 Hrs	BR, MR, GC	<a href="http://ptac-sandiego.org/training-event-schedule/">http://ptac-sandiego.org/training-event-schedule/</a>
	Federal Market Research	2.5 Hrs	MR, GC	<a href="http://ptac-sandiego.org/training-event-schedule/">http://ptac-sandiego.org/training-event-schedule/</a>
Government Contracting Instructor-Led Classes	SDCOC: Introduction to Doing Business with the Federal Government	2.5 Hrs	BR, MR, GC	<a href="http://ptac-sandiego.org/training-event-schedule/">http://ptac-sandiego.org/training-event-schedule/</a>
	Large & Small Business Partnering: A Win/Win Value Proposition	2.5 Hrs	MR, GC	<a href="http://ptac-sandiego.org/training-event-schedule/">http://ptac-sandiego.org/training-event-schedule/</a>
Marketing Instructor-Led Classes	Delivering High-Impact Presentations/Interviews	4.5 Hrs	MR, GC	Cost: \$35. Thru the San Diego Water Authority's Small Contractor Outreach and Opportunities Program (SCOOP) <a href="http://ptac-sandiego.org/scoop-training/">http://ptac-sandiego.org/scoop-training/</a>
	Government Subcontracting Strategies for Small Business	3.5 Hrs	MR, GC	<a href="http://ptac-sandiego.org/training-event-schedule/">http://ptac-sandiego.org/training-event-schedule/</a>

**Additional Government Organizations Offering Small Business Online Training Resources**

**The Defense Acquisition University (DAU)** provides a variety of classroom-based and online self-paced training courses, continuous learning and targeted training to meet specific needs and core certification standards for the Defense Acquisition workforce. While many courses are restricted to federal agencies and organizations, some of DAU training programs can be useful for government contractors such as Contracting, Engineering and Technology, Science and Technology, Partnering and more. Visit the DAU website for more details: <http://icatalog.dau.mil/onlinecatalog/courses.aspx>

**BusinessUSA** is a centralized, online, one-stop platform for small businesses and exporters to make it easy to access services and information to help start, grow, hire, and expand their business. The BusinessUSA website connects businesses to relevant services and information across U.S government, wherever the information is located—website, call center, or office in the government. Everyday U.S. government departments and agencies such as the Departments of Commerce, Labor, Treasury, and VA: agencies like the GSA, SBA and others add resources to BusinessUSA to make this site the one-stop shop for everything related to business in the USA. Visit and learn more about the programs, training, tools and more available today <http://business.usa.gov/>

