



FREE ONLINE TRAINING

Go to: <http://ksbdc.kansas.gov/Pages/OnlineCourses.aspx>

Entrepreneurs can learn anytime by accessing these **no-cost courses**. Learn strategies and solutions to help you manage, operate, and build your business. In an effort to provide the most appropriate and comprehensive training, we would appreciate it if you would complete the short evaluation form following each course.

Each of the courses takes between 30-120 minutes to complete. They contain audio, high-end graphics, case studies and worksheets. The list continues to be updated so please check back often to see new course offerings.

- **Starting Your Business**
 - Developing a Business Plan
 - Conducting a Marketing Analysis
 - Analyze Your Competition
 - Targeting Your Market
 - Maintaining an Agile Company
 - Creating a Competitive Advantage
 - Creating a Strategic Plan
 - Determining Your Business Legal Structure
 - Protecting Your Business with Patents, Copyrights, and Trademarks
- **Managing Your Finances**
 - Preparing a Cash Budget
 - Preparing a Balance Sheet
 - Managing Your Cash Flow ([sample worksheet](#) available)
 - Running a Profitable Company
 - Creating a Profit and Loss Statement
 - Analyzing Your Financial Ratios
 - Protecting Your Business with Contracts
 - Assessing Your Company's Financial Needs
 - Partners and Investors
 - Valuing a Business

- **Foundations of Marketing**
Pricing Products and Services
Building your Brand
Promoting your Business
Advertising your Business
Building a Website
Personalization Strategies to Attract and Retain Customers
Identifying Your Sales Strategy

En Español

- **A Partir de su Negocio**
Desarrollando un Plan de Negocios
Realice un Analisis de Mercado
Como Analizar su Competencia
Indentification de Su Publico Objectivo
Mantenimiento de una Empresa Agil
Como Crear una Ventaja Competitiva
Como Crear un Plan Estrategico
- **La Gestion de sus Finanzas**
Como Hacer un Presupuesto de Caja
Como Hacer una Hojade de Balance General
Administrando el Flujo de Capital
Como Dirigir una Empresa Rentable
Elaborando un Estado de Perdidas y Ganancias
Duens de Negocios Exitosos
Evaluacion de las Necesidades Financieras de su Empresa
Crecimiento con Socios e Inversionistas
Como Valorar una Empresa
- **Fundamentos de Mercadeo**
Como Asignar Precios a sus Productos y Servicios
Como Desarrollar su Marca
Como Promocionar su Negocio
Como Hacer le Publicidad a su Empresa
Como Construir un Sitio Web
Estrategias de Personalizacion para Atraer y retener Clientes
Como Identificar su Estrategia de Ventas

Additional Training at -

<http://www.sba.gov/category/navigation-structure/counseling-training/online-small-business-training>

Available courses are identified by topic. You can learn about the specific courses by clicking, "**About these Courses.**" In general, the courses are all self-paced and should take about 30 minutes to complete. Most of the courses require a brief online registration.