



# Fundamentals For Successful Business Certificate Program

## How To Build Your Business Without Losing Your Shirt



*About Teresa Pippus...*

*Teresa Pippus works as a professional trainer giving business implementation and management workshops to new entrepreneurs. She has also owned four successful businesses over the past 20 years in the food, service and consulting industries.*

People who experience success in business are not necessarily people who have business degrees, tons of money, or particularly brilliant ideas; instead, they are people who:

- 1) Do their research
- 2) Build a plan
- 3) Do a whole bunch of little things really well!

This exciting, fun, and a little "off-the-wall," seven course (units) Certificate series will help you find out what those little things are so you can experience the thrill of business success.

Your instructors are experienced, professional business trainers, who work daily with new entrepreneurs teaching and coaching them in business implementation and management skills.

Students may enroll in one, or more of the courses individually, or can enroll in the full, seven Unit, series of courses and receive a discounted price.

**Fundamentals For Successful Business Certificate Program** #BF21  
 7 sessions \$340  
 (Full series discounted price – all seven Units)

A Certificate will be issued to students who successfully complete all seven of the required *Fundamentals For Successful Business Certificate* courses.

### Unit 1

#### Should I? Could I?

#BF22  
\$49.99

1 session

So... you think you'd like to be your own boss and are considering starting a business? Then this seminar is your "reality check." It is also the first step to building a strong foundation for your new business.

In this valuable 3-hour session, you will learn

- What it will take
- If it's right for you
- Advantages and (gulp!) disadvantages of self-employment
- Do's and don'ts of business start-up
- And The Five Secret Steps...

Offering 1  
Tuesday, 7-10 pm  
Feb 5

Teresa Pippus  
& Kathleen Rake  
Langley Secondary

Offering 2  
Wednesday, 7-10 pm  
Apr 2

Teresa Pippus  
& Kathleen Rake  
Langley Secondary

### Unit 2

#### Don't Live On Fantasy Island

(a.k.a. Market Research)

#BF23

1 session

\$49.99

You will need to know if people really want to buy what you want to sell before you set up your business.

Not the *know* as in "I just know because I've always known," or "I just know because my brother-in-law said so."

Instead, you need to know by way of

- Peer research
- Competitive research
- And marketplace research

Research is like digging for diamonds: Dig long and hard and you'll come up with some real gems! We'll help you get started.

Offering 1  
Tuesday, 7-10 pm  
Feb 12

Teresa Pippus  
& Kathleen Rake  
Langley Secondary

Offering 2  
Wednesday, 7-10 pm  
Apr 9

Teresa Pippus  
& Kathleen Rake  
Langley Secondary

### Unit 3

#### Yes, Virginia! Bookkeeping

Is Tons Of Fun

#BF24

1 session

\$49.99

Even if "fun" isn't exactly the word you ultimately use to describe your bookkeeping tasks, at least you will have received the information you need to build a solid foundation. During this lively class, your instructor brings years of experience working with solopreneurs and small business people just like you. If you are looking for "Bookkeeping Made Easy," then this is where you need to be!

Offering 1  
Tuesday, 7-10 pm  
Feb 19

Wayne Fobert  
Langley Secondary

Offering 2  
Wednesday, 7-10 pm  
Apr 16

Wayne Fobert  
Langley Secondary

**Students may register for courses individually or the full Certificate program.**



## Unit 4

### It's All In The Plan, Baby! #BF25

1 session

\$49.<sup>99</sup>

In this 3-hour session, you will learn how to create a business plan that is

- Simple
- Basic,
- And will double your chance of success.

A proper business plan (produced once you've conducted thorough market research) is one of the first things your bank, credit union, or other financial source will ask you to produce. No, building a business plan is not easy, but it is simple... especially once we've given you the tips of the trade!

- And The Five Secret Steps...

Offering 1

Tuesday, 7-10 pm  
Feb 26

Teresa Pippus  
& Kathleen Rake  
Langley Secondary

Offering 2

Wednesday, 7-10 pm  
Apr 23

Teresa Pippus  
& Kathleen Rake  
Langley Secondary

## Unit 5

### Just Because You've Built It, Doesn't Mean They'll Come! #BF26

1 session (Saturday)

\$97.<sup>99</sup>

Just because you have some business cards, a phone number, and a plan, doesn't mean people will call or pay you for what you want to sell. During this exciting 6-hour Saturday course, you will learn to understand the 'power of positioning,' collect a bucket of 'marketing tools,' and have hold of the framework for a 'media release.'

The day is broken into three, information-packed parts  
Part One – What is this thing called positioning and what does it mean to me?

Part Two – What am I really selling and why do people really buy it? How do I get the phone to ring? How do I promote my business without spending thousands of dollars?

Part Three – How to get more publicity than you can handle with a powerful press release.

*(Please bring a lunch bag full of brain food... and remember... your instructors love chocolate!)*

Testimonial from a past Workshop student:

*"Ms. Rake's fantastic workshop has worked wonders for my business."*

– Monique Miller, Yummy Yummy Lifestyles Ltd.

Offering 1

Saturday, 9 am-3:30 pm  
Mar 1

Teresa Pippus  
& Kathleen Rake  
Credo Christian High

Offering 2

Saturday, 9 am-3:30 pm  
May 3

Teresa Pippus  
& Kathleen Rake  
Credo Christian High

www.langleycontinuingeducation.com

## Unit 6

### Letters And Memos And E-mail, Oh My!

1 session

#BF27

\$49.<sup>99</sup>

Have you landed face-first into (and need a strong hand out of) the murky world of letters, memos, email, and other written correspondence? Whatever fanged and ferocious writing project faces you, this course will help you tame the beast so you can develop and deliver credible, meaningful, and easy-to-read messages that demand attention, stimulate interest, spark desire, and (we've saved the best for last) inspire action!

Testimonial from a past Workshop student:

*"Kathleen, you, more than any other single person, have been responsible for the dramatic improvement in my writing"* – Jody Johnston Pawal, ParentsToolshp.com

Offering 1

Tuesday, 7-10 pm  
Mar 4

Teresa Pippus  
& Kathleen Rake  
Credo Christian High

Offering 2

Wednesday, 7-10 pm  
May 7

Teresa Pippus  
& Kathleen Rake  
Credo Christian High

## Unit 7

### Wouldn't You Like To Be World Famous?

1 session

#BF28

\$49.<sup>99</sup>

This workshop inspires you to make a difference in everything you do and to have a right fine hootenanny doing so. You will be motivated to practice principles that will help you

- Totally amaze your customers
- Get tons of referrals
- Thoroughly enjoy what you do
- Remember the joy of serving
- And fully engage with people and the process.

Testimonial from a past Workshop student:

*"I can wholeheartedly recommend this workshop for any one interested in ways to improve and create long-term customer relationships and increase profits."*

– Alisdair Smith, B.C. Central Credit Union

Offering 1

Tuesday, 7-10 pm  
Mar 11

Teresa Pippus  
& Kathleen Rake  
Langley Secondary

Offering 2

Wednesday, 7-10 pm  
May 14

Teresa Pippus  
& Kathleen Rake  
Langley Secondary



**About Kathleen Rake...**

*Kathleen Rake writes and edits for business, media, promotions, and the web. In addition, she designs and delivers writing and communication workshops and one-on-one coaching to industry, government and small businesses.*