



## KSBDC Offers Free Online Courses for Current and Potential Small Business Owners

Topeka, Kansas, May 5, 2008 — Today, the Kansas Small Business Development Center (KSBDC), NetWork Kansas and the Kansas Department of Commerce announced that potential small business owners and existing business owners can now access virtual training courses for free at [www.ksbdc.biz](http://www.ksbdc.biz). Courses offered on the site address three main subject areas: Starting Your Business, Managing Your Finances and Foundations of Marketing.

The courses take between 30-120 minutes to complete. They contain audio, high-end graphics, case studies and worksheets. All 26 courses are offered in English and will soon be available in Spanish. There is a simple registration process required. Participants will be asked to complete a brief evaluation form after completing the course.

The KSBDC provided 12,139 hours of free one-to-one counseling to 1,999 clients in 2007. Approximately 4,650 individuals attended onsite workshops at the 8 regional and four outreach centers throughout Kansas. Last year, the KSBDC assisted clients in 263 new business ventures and helped generate 1,365 new jobs in Kansas.

### About KSBDC:

The KSBDC is a partnership program with the U.S. Small Business Administration, the Kansas Department of Commerce, Allen County Community College, Cloud County Community College, Coffeyville Community College, Emporia State University, Fort Hays State University, Fort Scott Community College, Garden City Community College, Greater Topeka Chamber of Commerce, Independence Community College, Johnson County Community College, Labette Community College, Manhattan Area Chamber of Commerce, Neosho County Community College, Pittsburg State University, University of Kansas, Washburn University, and Wichita State University. The state-wide host for the KSBDC is Fort Hays State University. Contact information for each of the 8 regional centers and four outreach centers can be found on [www.ksbdc.biz](http://www.ksbdc.biz).

### About NetWork Kansas:

NetWork Kansas was established as a component of the Kansas Economic Growth Act of 2004 to further establish entrepreneurship and small business as a priority for economic and community development in the State of Kansas. Backed by more than 400 partners statewide, the NetWork Kansas service promotes an entrepreneurial environment by establishing a central portal that connects entrepreneurs and small business owners with the expertise, education, and economic resources when they are needed most. For more information about NetWork Kansas, contact Steve Radley at (316) 978-7312. Entrepreneurs and small business owners are encouraged to visit [www.networkkansas.com](http://www.networkkansas.com) or call (877) 521-8600 to speak with a NetWork Kansas counselor.

### About Commerce:

As the State's lead economic agency, the Kansas Department of Commerce has a clear mission: *to deliver the highest level of Business Development, Workforce and Marketing Services that build a healthy and expanding economy.* To this end, Commerce comprises a variety of programs and services that create jobs, attract new investment, provide workforce training, encourage community development, and sell the state as a wonderful place to live, work and play. Commerce delivers its programs through the following divisions: Agriculture Marketing, Business Development, Community Development, Trade Development, Travel & Tourism, and Workforce Services.

Courses currently offered on [www.ksbdc.biz](http://www.ksbdc.biz) include:

**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  
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

*All 26 courses will soon be offered in Spanish.*