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## SCORE DC Counseling Locations

### DISTRICT OF COLUMBIA:

SCORE Chapter One

DC Department of Small and Local Business Dev.

### MARYLAND:

The Rockville Library Business Center

White Oak Library

Prince George's County Economic Development Corporation

### NORTHERN VIRGINIA:

Alexandria Economic Development Partnership

Arlington Economic Development

Fairfax County Economic Development

George Mason Enterprise Center

Leesburg/Loudoun Mason Enterprise Center

Greater Reston Chamber of Commerce

Prince William Chamber of Commerce

Warrenton Mason Enterprise Center

### Our Partner:



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workshops are those of the author and do not necessarily reflect the views of the U.S. Small Business Administration. SBA's participation in SCORE's workshop program does not constitute nor imply its endorsement of any opinions, products and/or services. All SBA and SCORE services are provided without regard to race, color, national origin, gender, age, and disability. Persons with disabilities may request reasonable accommodations with at least two weeks' notice by contacting the SCORE office at 202-619-1000.



FOR THE LIFE OF YOUR BUSINESS

## Local Workshops and Mentoring



### SCORE Washington DC

409 3rd St. SW, Suite 100A

Washington, DC 20024

202-619-1000

<https://washingtondc.score.org>



## General Workshop Programs



SCORE offers a variety of low-cost workshops to help you start and grow your business. Please check our website for dates, times, locations and new offerings.

Most workshops are offered at our DC main office. However, to better serve the small business community, in the DC Metro area, we offer some workshops at other locations.

Visit our website for the latest information at <https://washingtondc.score.org/localworkshops>.

## Workshop Calendar, Program Details and Registration

### FREE One-on-One Counseling

SCORE is a non-profit, volunteer association with more than 11,000 volunteers across the nation sharing their wealth of knowledge and extensive business experience. The Washington DC Chapter has more than 60 expert volunteer members. We are dedicated to helping small businesses get started, grow and achieve their goals with our confidential mentoring sessions and educational workshops taught by business experts.



With support from the U.S. Small Business Administration, local economic development agencies and our business partners, we provide FREE one-on-one mentoring at locations around the DC metro area.

Counselors are available at locations within DC, and in Maryland and Northern Virginia. Visit our website at <https://washingtondc.score.org/> and click on the link to "mentoring locations" to find a mentor near you. You can also click on the link to "business mentors" to read the bios of our local experts.



**Register Online  
For SCORE DC Workshops**

To view the current calendar of workshops and to register online go to:

<https://washingtondc.score.org/localworkshops>

Registration and payment is required but can be cancelled up to 48 hours before the workshop and the fee will be credited to a future workshop of your choice. Online payment may be made using PayPal or Credit Card.



**Starting Your Business**

**Simple Steps Startup**

Business startup “boot camp” a five day workshop program providing an overview of the fundamentals required to start a small business. (5 Half-days)

**How To Start a Business**

Learn the basics to start your business from a lawyer, accountant and insurance agent. Topics include: legal forms of a business, taxes, record keeping and insurance. (Full day)

**Writing a Winning Business Plan**

Learn how to prepare a professional plan with sections on marketing, operations and financial projections to design your roadmap to success and help to obtain financing or a lease. (Full day)

**Franchising**

Learn how to assess if franchising is right for you and how to select the right opportunity. (Half day)

**Tips on Negotiating a Commercial Lease**

Learn the important elements of a commercial lease and how they can impact your business. (Half day)



**Financing Your Business**

**SBA Small Business Loans (Free Workshop)**

Learn about the SBA business loan guaranty programs. (1 hour)

**Financing Your Business**

Learn advantages and disadvantages of various forms of financing and how to access them. (Full day)

**Business Technology — Finance**

Learn how technology can help manage and improve your finances and assist in operating your business including ecommerce, accounting, job costing and billing. (Half day)



**Marketing Your Business**

**Online Marketing 101**

Learn how to develop effective online marketing with the right strategies, tactics and tools including social media. (Half day)

**Social Media Basics**

Learn how to use social media to reach your prospects and foster customer relationships. (Half day)

**Email Marketing**

Learn how to create email campaigns for branding and to gain new customers. (Half day)

**Referral Based Marketing**

Learn how to improve your marketing efforts through referrals and build an action plan for marketing yourself and your business. (Half day)

**Marketing To Grow Your Business**

Learn how to build your comprehensive marketing plan with a focus on the 5P’s — product, price, place, positioning and promotion. (Full day)

**Effective Networking**

Learn how to network effectively both in and out of formal events including how to construct a networking conversation. (Half day)

**Business Technology — Marketing**

Learn how technology can multiply your marketing efforts using local search directories, email and social media to foster relationships. (Half day)



**Managing Your Business**

**Record Keeping and Accounting**

Designed for non-accountants, you will learn about the best records retention and accounting practices and tools including a review of available software. (Full day)

**Intellectual Property – Protecting It**

Learn how to protect your business’ trade secrets, copyrights and trademarks in the digital realm of the Internet. (Half day)

**Digital Intellectual Property**

Learn how to protect your reputation and innovation in the age of the Internet and social media. (Half day)

**Managing Your Business  
for Maximum Profitability**

Learn how you can begin to manage your business to achieve maximum profitability. (Half day)

**Business Technology — Websites**

Learn how to develop and manage your website to increase your reach by promoting and advertising your site and how to use analytics. (Half day)



**Federal Contracting**

**GSA Schedules 101**

Learn how to win business with a GSA Schedule contract and how to work with contracting officers and teaming partners. (Half day)

**Prepare Winning Federal Proposals**

Learn how to respond to a Federal RFP with a winning proposal. (Half day)

**Small Business Certification (Free Workshop)**

Learn about set-aside programs, their requirements, and how to qualify for them. (2 Hours)

**Government Contractor Accounting**

Learn the accounting requirements for government contractors and how to comply. (Half day)

**How to Become an 8 (a) Company**

Learn how to apply to become an 8 (a) company and the when and why you should do this. (Half day)

**8 (a) Best Practices**

Learn how your 8 (a) business can obtain government contracts with subcontracting, partnering and bidding. (Half day)

**Federal Contracting – Capture and Execution**

Learn the elements of winning and performing on Federal government contracts and subcontracts. (Half day)