

## Thinking of

# Starting Your Own Business in Canada

Attend the most important day of your new business life...

### Explore these essentials:

- **The Strongest Idea:** how to determine the viability of your idea
- Is entrepreneurship for you?
- Developing a **Business Plan** – what it is, what is required, why, and how to do it
- **Cashflow**, the life blood of a business
- **Marketing:** how to reach your target market. Learn when to ask, who to ask and what to ask.
- **Business Styles:** Sole proprietor, Partnership or Incorporation
- Business **Start-up Tips:** Getting organized
- **What to charge** for goods and/or services
- **Networking**, why and how
- **Marketing and Sales Strategies** – how to connect with your customers
- **Social Media, do I really need to get on Facebook?**
- The value of **Business Coaches** and **Mentoring**



This program is **facilitated by two top industry experts**; successful professionals in their own businesses have coached and trained hundreds to start their own businesses!

**Small class size** allows everyone to become involved and **interact with our instructors**.

### When?

On one Saturday!  
**Saturday March 27<sup>th</sup>, 2010**  
6 full hours of learning: classes run  
9:30 am – 4:30 pm

### Where?

- 2100 Ellesmere Road Unit 100B
- Close to the 401 and the TTC
- Free Parking

### How to Register

Contact **Progress Career Planning Institute**  
416-439-1825

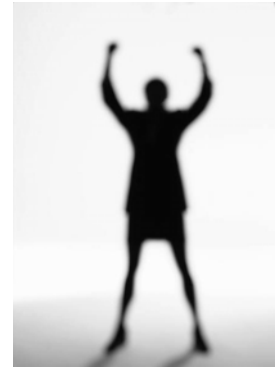
**Only \$189.00**

Includes a Continental Breakfast

## Progress Career Planning Institute & Essential Communications Ltd. Industry Leaders in the Career Field.

**Essential** developed and delivers the Ontario Self-Employment Benefit program for residents in Durham and has more than 10 years experience in supporting individuals make the transition from employee to entrepreneur. Through these programs and their work with private clients Essential has coached and trained more than 2000 aspiring entrepreneurs. Visit [www.essentialcommunications.ca](http://www.essentialcommunications.ca) for more background.

Since 1997, **Progress Career Planning Institute (PCPI)** has aligned career development and Cultural Intelligence to enhance performance in a multicultural workforce. Consulting to over 8000 individuals annually, Progress Career Planning Center (PCPC), a division of PCPI offers a variety of employment services including career exploration. Winner of A Business Excellence Award in 2002. Click on [www.pcpi.ca](http://www.pcpi.ca) to learn more.



### Meet our facilitators:

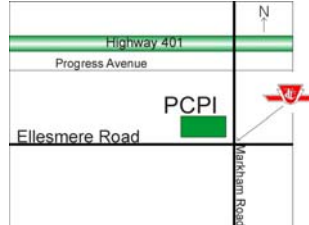
**Marketing guru David Cohen**

For five years – the host of The Small Business Big Ideas Radio Show

**Business Plan specialist – Peter Miller**

Facilitator, Business Coach and Coordinator of Essential's Self Employment Program

### Directions to the PCPC Career Exploration Location 2100 Ellesmere Road Unit 100B, Toronto, Ontario, M1H C3



**By Car:** 401 to Markham Road Southbound to the North West corner of Markham Road and Ellesmere. Free parking available in the covered garage can be accessed at the rear of the building, drive up to the 4th floor.

**By TTC:** Use the Neilson (From Scarborough Town Centre Rapid Transit station), Markham (From Warden Subway), York Mills and York Mills Express routes (From York Mills Subway).