

THE CITY OF OAKLEY  
**Entrepreneur Training Program**

*The complete business planning process for existing Oakley businesses and serious start-ups*

**OAKLEY**



**CALIFORNIA**

Entrepreneur Training classes will be held at

**Oakley City Hall  
3231 Main Street**

**Merlot Conference Room  
9:00 a.m. – noon  
Tuesdays & Thursdays**

**March 6 – May 17, 2018**



**Instructional objectives**

- Help you learn and adopt entrepreneurial skills, attitudes, and behaviors for success.
- Develop your best possible written business plan with plenty of collective intelligence.
- Facilitate the healthy start and/or sustainable growth of your business.

**In 11 weeks, experience and apply:**

- A review of Covey on effectiveness and Tracy on time management
- How to research your industry, target market, trade area, and competition
- Management's 5 key roles, planning and control by Peter Drucker
- Guerrilla marketing from Levinson and a seven sentence marketing plan
- Pricing for profitability from the power of branding your business
- How to create a sales forecast that is realistic and useful in making sales
- Financial management basics, sales, costs, and profits and . . .

**How to grow a profitable business!**



**Schedule**

- |                     |                       |
|---------------------|-----------------------|
| ■ January 11, 2018  | Informational session |
| ■ January 30, 2018  | Informational session |
| ■ February 15, 2018 | Informational session |
| ■ March 6, 2018     | First class           |
| ■ May 17, 2018      | Last class            |



**OAKLEY**



**CALIFORNIA**

3231 Main Street Oakley, CA 94561  
925-625-7006 ■ [www.ci.oakley.ca.us](http://www.ci.oakley.ca.us)

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# Entrepreneur Training Program

*The complete business planning process for existing Oakley businesses and serious start-ups*

*“The Entrepreneur Training class was the perfect opportunity and the smartest thing we have done for our business... We were shown tools to better understand how to reach our target market and to map out a smarter plan for the future of our company.” — SASHA*

*“This class forces you to take a step back and look at the bigger picture and individually evaluate the integral parts of what goes into making your business successful...” — GERRY*

*“The main takeaway for me from this class was direction! I know what I have done to this point and now I can honestly know where I am going. I personally feel more confident about my business and myself.” — MONICA*



## How to Apply

1. Fill out application at: [www.ci.oakley.ca.us](http://www.ci.oakley.ca.us) — **Economic Development Department page**. For your convenience, email, mail, or fax back the application.
2. Attend an informational session to find out if Entrepreneur Training is right for you. There is no charge for informational sessions; however, registration is required as space is limited. Informational sessions will be held at the Oakley City Hall on:

January 11, 2018	9:00–10:30 a.m.
January 30, 2018	9:00–10:30 a.m.
February 15, 2018	9:00–10:30 a.m.
3. Please call (925) 625-7006 if you have any questions or if you wish to attend an informational session. More detailed program information can also be found at [www.ci.oakley.ca.us](http://www.ci.oakley.ca.us) — **Economic Development Department page**.

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## Trainer

The Entrepreneur Training Program is student centered, collaborative and interactive, and will be taught by Jeffrey G. Hall, an experienced professional educator and entrepreneur. For 15 years, Mr. Hall was affiliated with the Contra Costa Small Business Development



Center’s New Venture Training Program. During this time, Mr. Hall has taught over 75 sessions with over 1,000 business attendees.

*While the full cost of the Entrepreneur Training Program is \$1,300 per student, training scholarships of \$1,000 per student are being provided by the City of Oakley for up to 11 Oakley residents or business owners. Each student will be responsible for the remaining \$300 to cover the cost of training materials.*



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