

TAKE YOUR PRODUCTS FROM

BRICK AND MORTAR TO CLICK AND ORDER



6-WEEK COHORT BEGINS:

OCT 4

LAUNCH DAY:

SMALL BUSINESS SATURDAY!

NOV 26 AT 10AM

California SHOP SMALL

From Start to Cart

DISCOVER THE WORLD OF ONLINE SALES

Many small businesses don't have an e-commerce website, and are losing out on a huge opportunity. But there's good news! We're offering a free e-commerce training course that will help you take your business online. And to sweeten the deal, we're giving 6 months of free webhosting.

So what are you waiting for?

Don't be left behind in the digital age - sign up for SBDC's CA Shop Small today and learn how to take your business online!

Learn more and sign up at:

EASTBAYSBDC.ORG/CASHOPSMALL

A FREE 6-WEEK ECOMMERCE TRAINING PROGRAM OFFERED BY CALIFORNIA SBDCS, IN PARTNERSHIP WITH CAL STATE EAST BAY



The Northern California Small Business Development Center (SBDC) East Bay program focuses on advising small business clients located in the Nor-Cal SBDC network coverage area. Funded in part through a grant with the Governor's Office of Business and Economic Development. Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions, or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or Cal Poly Humboldt Sponsored Programs Foundation. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact ebinfo@eastbaysbdc.org.

THE SCHEDULE

Learn more and sign up at:
EASTBAYSBDC.ORG/CASHOPSMALL

COHORT 1:

TUESDAYS 10 AM – NOON

DATES	SESSION
10/4	1
10/11	2
10/18	3
10/25	4
11/1	5
11/8	6



PLANNING YOUR BUSINESS

Getting off on the right foot:

- Questions you need to ask yourself
- Selling online: the advantages of being part of a marketplace
- How to stand out: your brand and value proposition

Setting up your business

- Register your business & get Tax ID
- Obtain license and permits
- Source your products



STARTING WITH CA SHOP SMALL

Creating your CA Shop Small Vendor account:

- Your Vendor Profile
- Your store on CaliforniaShopSmall.com

Your Content

- Your products and product descriptions
- Photos and visual elements



COHORT 2:

SATURDAYS 10 AM – NOON

DATES	SESSION
10/8	1
10/15	2
10/22	3
10/29	4
11/5	5
11/12	6



GETTING BUSY

Planning your marketing and promotion

- Digital Presence
- Social Media Assets
- Paid and organic promotion

Getting your product into customers hands:

- Managing your inventory
- Packaging and Shipping
- Insurance and Tracking



MONEY MATTERS

Getting the price right

- Costs and prices calculator
- Psychology of pricing

Getting paid

- Setting your Stripe payment gateway
- Taxes & CDTPA

IMPORTANT NOTE!

CA Shop Small participants must attend all 6, 2-hour cohort style online workshops to join us in the Small Business Saturday launch!

Presenters:
IVAN FEDORENKO
SURENDRA SARNIKAR



SELLING ONLINE

Selling tools

- Bundles, Coupons & Sales
- Returns policy

Marketing guidelines

- How do I know I received an order
- Accounts receivable
- Sales reports
- Technical support



GROWING YOUR BUSINESS

How to get a repeat business and grow

- Customer Relationships
- E-mail Marketing

Tools to create graphics for your store and social media presence

NOV 26, LAUNCH PARTY: SMALL BUSINESS SATURDAY!

WHO SHOULD APPLY:

E-commerce ready and based in **Northern California.**

WHO SHOULD NOT APPLY:

Cannabis, CBD, adult entertainment, gambling, and other like businesses are ineligible for the program.

NEXT STEPS:

Seats are limited – **apply today!**

