

Launching a business is no small feat.

Licensing, zoning, loans, inventory controls, employees relations, accounting – becoming a successful entrepreneur requires nearly equal parts ambition, dedication, and know-how.

That's where *Cashing in on Business Opportunities* comes in. Comprised of over 20 lessons – with more to come – *Cashing* offers entrepreneurs and the educators who serve them the technical knowledge and skills needed to manage a business.

From business plans to taxes to budgeting to inventory, *Cashing* provides a complete manual for starting, maintaining, and growing a business.

The lessons you want and need

Cashing thrives in a variety of educational uses:

- o One comprehensive course covering all lessons
- o Single-topic short course covering one lesson
- o Multi-topic workshop covering several lessons
- o References featuring worksheets and resources

Completely customizable

Divided into four parts, *Cashing in on Business Opportunities* groups lessons by theme, allowing users to develop personalized training to meet individual needs. Each lesson offers a narrative instructor's guide, handouts, and accompanying PowerPoint presentation.

Current topics

Part One: Sharpen Your Entrepreneurial Skills

- o Assessing Self-Employment for Success
- o Spotting Opportunities among Scams
- o Working and Living in the Same Space
- o Developing Time-Management Tactics
- o Professionalism Pays

Part Two: Get Down to Business

- o Writing a Business Plan
- o Setting the Right Price
- o Choosing the Best Business Structure
- o Adhering to Regulatory Requirements
- o Managing Inventory
- o Deciding on a Distribution Channel
- o Selling Secrets
- o Gaining the Customer Satisfaction Edge

Part Three: Plan as You Expand

- o Targeting New Markets
- o Keeping Tabs on Cash
- o Recruiting, Training, and Motivating Employees
- o Insuring against Catastrophes

Part Four: Boost Your Bottom Line

- o Calculating Financial Ratios
- o Getting Your Just Deductions
- o Searching for Capital

Written at a basic level by nationally recognized Extension small business experts, *Cashing* is a dynamic curriculum with additional topics and supporting Webinars in development.

Originally developed by the CSREES Home-Based and Micro-Business National Design Team as a part of the Communities in Economic Transition National Initiative in 1997, *Cashing* has undergone a complete revision to address business practices and concerns.

And now, for the first time ever,
Cashing is available online
for free at the

Southern Rural Development Center's Web site.

CASHING IN ON BUSINESS OPPORTUNITIES

HOME-BASED AND MICRO BUSINESSES



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