



"Building Black Wealth, One Business at a Time."

Mission

To empower African American individuals with the tools, knowledge, and confidence to launch, grow, and sustain successful small businesses.

Workshop Overview

"Let's Get Black into Business" is a dynamic, hands-on two-day workshop designed to support aspiring and current Black entrepreneurs. The 2-day session provides practical guidance, mentorship, and community connection to help participants turn ideas into thriving enterprises.

Topics Covered:

- **Getting Started:** Turning an idea into a simple business plan
- **Understanding Competition:** How to research competitors and find your unique edge
- **Brand Basics:** Naming your business, creating a logo, and telling your story
- **Money Matters:** Budgeting, pricing, and setting up business accounts
- **Business Credit:** Why it matters and how to start building it
- **Business Setup:** Choosing a structure and understanding basic legal steps
- **Marketing Made Simple:** Reaching customers through social media, flyers, and word of mouth
- **Connections:** Building relationships, networking, and finding mentors

Objectives

- Help participants understand the first steps of starting a business
- Teach practical skills like setting up accounts, building credit, and marketing effectively
- Show how to research competition and position a business for success
- Build confidence to move from idea to action
- Create a supportive community of entrepreneurs who share resources and encouragement
- Connect participants with mentors and tools to keep growing after the workshop

Call to Action

Ready to turn your vision into a venture? Join us at *"Let's Get Black into Business"* and take the first step toward building your legacy. Whether you're just starting out or scaling up, this two-day workshop is your launchpad.

Register today. Empower your future. Let's get Black into Business.