



Rebecca
Ward

Terdricka
Fresh

Kisha
Calloway

April
Hickman

De'Coriyanna
Garrett

Margo
Bryant

Nicole
Ward

DaSheralle
Moore

Anjelica
Lusco

Rachel
Allen

Desiree
Carr

Michaela
Adams

Latrice
Pendleton

Carmellia
Jackson

Please see
me after
class

Class In Review

You have made it to the end of Pocket Change's Small Business Workshop sponsored by Change Today, Change Tomorrow! Below are the topics we covered, including resources and links we discussed.

BUSINESS BASICS

Starting an LLC in Kentucky - [Harbor Compliance](#)

[Check Name Availability](#)

[File Kentucky Certificate of Formation](#)

[Establish Company Records](#)

[Create the Operating Agreement](#)

The list is continued on the Harbor Compliance website.

MARKETING AND BRANDING

[Marketing Plan](#)

[Canva](#)

[Mail Chimp](#)

Website Creation - [Wix](#), [WordPress](#), [Canva Sites](#)

[Strategic Plan](#)

GOAL SETTING

[Smart Goals Template](#)

[Here are some goal ideas!](#)

[Goal Tracking Options](#)

[Performance Improvement Plan](#)

And, remember to reward yourself!

Follow [@PocketChange_Lou](#)
on Instagram!

Join Pocket Change group
on Facebook!

Email PocketChange@change-today.org for more information!

Pocket Change website
coming soon!



Rebecca Ward

Terdricka Fresh

Kisha Calloway

April Hickman

De'Corianna Garrett

Margo Bryant

Nicole Ward

DaSheralle Moore

Anjelica Lusco

Rachel Allen

Desiree Carr

Michaela Adams

Latrice Pendleton

Carmellia Jackson

Please see me after class

Class In Review

You have made it to the end of Pocket Change's Small Business Workshop sponsored by Change Today, Change Tomorrow! Below are the topics we covered, including resources and links we discussed.



PITCHING

Elevator Pitch versus Mission Statement

Pitch Template

Pitch Resource - Huffington Post

Pitch Elements



NETWORKING

Eventbrite Networking Opportunities

Story Start Up Chow Down

Meet Up

Louisville Small Business Networking - Facebook Group

Young Professionals Association of Louisville

New2Lou



CUSTOMER SERVICE

C.S. Solutions

C.S. Tools

C.S. Software Options

C.S. Work Aide

Graduation is February 28, 2022 in Todd Hall at the KY Performing Arts Center at 7 PM!

