INTRODUCTION TO THE WORLD OF WORDPRESS ONLINE WORKSHOP SERIES

Part I: WordPress and Setting Up Essential Functions
Instructor: Thomas Lane
Date: Monday, 4/13, 6-8PM
Price: $35 per person for nonmembers/$25 for WREN members/$0 for CDBG grant recipients

Part II: Email Marketing and Website Optimization
Instructor: Pamela Sullivan
Date: Monday, 4/20, 6-8PM
Price: $35 per person for nonmembers/$25 for WREN members/$0 for CDBG grant recipients

Part III: Search Engine Optimization
Instructor: Pamela Sullivan
Date: Monday, 4/27, 6-8PM
Price: $35 per person for nonmembers/$25 for WREN members/$0 for CDBG grant recipients

Part IV: Google Analytics and Optimization
Instructor: Pamela Sullivan
Date: Monday, 5/4, 6-8PM
Price: $35 per person for nonmembers/$25 for WREN members/$0 for CDBG grant recipients

NEW! REMOTE WORK TECHNOLOGIES, A-Z ONLINE WORKSHOP
Instructor: Thomas Lane
Date: Thursday, April 16th, 6-8PM
Price: $35 per person for nonmembers/$25 for WREN members/$0 for CDBG grant recipients

NEW! TAKE YOUR BRICK AND MORTAR SHOP ONLINE
Instructor: Thomas Lane
Date: Tuesday, April 22nd, 6-8PM
Price: $35 per person for nonmembers/$25 for WREN members/$0 for CDBG grant recipients

SPRING 2020 WORKSHOPS AND LECTURES

This spring didn’t turn out how any of us expected, but that doesn’t mean that we are not here for you. In response to the COVID-19 pandemic, we have moved many of our scheduled spring workshops and lectures online, and added some new timely topics into the mix. To take part in these workshops, you will need either a working computer or a smartphone, an Internet connection, and the ability to access the online video conference platform Zoom. It might sound a bit scary, but with WREN by your side, it’s actually as simple as can be! Looking forward to seeing you online....

www.wrenworks.org

LAUNCHING A MARKETING PLAN IN 3...2...1 ONLINE WORKSHOP
Instructor: Pamela Sullivan
Date: Wednesday, 4/22, 6-8pm
Price: $35 per person for nonmembers/$25 for WREN members/$0 for CDBG grant recipients

When it comes to launching a marketing plan in these challenging times, it’s best to be strategic. You’ll have to develop an integrated marketing plan that doesn’t fly away from the impacts of COVID-19, and one that will prepare you for business as usual once the pandemic ends. You will have to choose the right media outlets and implement measurements of success. Sounds simple—but how do you get there? During this two-hour online workshop, instructor Pamela Sullivan (Executive Director of WREN) will show participants how to pull together a timely marketing plan for their small business in 3 simplified steps. CDBG grant recipients interested in learning more about launching a marketing plan may also sign up for online 1-on-1 technical assistance with Pamela following participation in this workshop.

HOW TO PRICE YOUR WORK ONLINE WORKSHOP
Instructor: Barbara Smith McLaughlin
Date: Saturday, 4/25, 11am-1pm
Price: $35 per person for nonmembers/$25 for WREN members/$0 for CDBG grant recipients

(pre-course description continued below)

STARTING OR GROWING A BUSINESS? WREN’S COG MICROENTERPRISE GRANT PROGRAM COULD HELP!

For more than fifteen years, hundreds of emerging and established WREN business owners have received support in growing their enterprises, thanks to Community Development Block Grant dollars. Funding for this program flows from the Department of Housing and Urban Development to Cheshire County and then to WREN. Each year WREN receives funds to assist fifty businesses. As long as a business owner meets our program guidelines, they may receive up to three years of free assistance.

Eligible business owners receive the following assistance:
• A free annual WREN business membership, valued at $75
• Free enrollment in all WREN business development classes
• Free 1-on-1 assistance from WREN staff and consultants via phone or computer

Selection for this program depends on several factors, including the likelihood that the emerging or established business will grow its earnings and jobs over time, as well as family income. In return for this support, participants are expected to annually share data on their business income and expenses for the prior year, current number of employees, total wages, salaries or owner’s draw paid in the prior year, and total business loans taken out in the current year.

For an application and more information, contact Caitlin Farrar, Microenterprise Program Manager, cdffarrar@wrenworks.org

NEW! TAKE YOUR BRICK AND MORTAR SHOP ONLINE
Instructor: Thomas Lane
Date: Tuesday, April 22nd, 6-8PM
Price: $35 per person for nonmembers/$25 for WREN members/$0 for CDBG grant recipients

Are you ready to reach a wider audience with your products? During this two-hour online workshop, instructor and web development expert Thomas Lane will explore the various methods for selling products online. From setting up Shopify store to promoting your online shop and utilizing best business practices, this workshop is the perfect kickoff for transitioning from just a brick and mortar store to a whole lot more. To take part in this workshop series, participants must have an existing website and laptop. *Instructor Thomas Lane is available for online 1-on-1 technical assistance for CDBG grant recipients following completion of this workshop series.

help support our local instructors & help your business grow!
NEW! ONLINE WORKSHOP SERIES

ONLINE WORKSHOP

INSTRUCTOR: Thomas Lane

DATE: Wednesday, May 6th, 6-7PM

PRICE: $35 per person for nonmembers/$25 for WREN members/$0 for CDBG grant recipients

ONLINE ADVERTISING WITH GOOGLE ADWORDS AND FACEBOOK ADS

This powerful workshop will teach you how to harness the power of Google AdWords and Facebook Ads to reach your target audience and drive traffic to your website. Participants will learn how to create effective ad campaigns, manage budgets, and measure results. Register now to secure your spot in this essential workshop!

PRE-REQUISITE:
- Basic knowledge of search engine optimization
- Access to a computer with internet connection

HOW TO SIGN UP FOR ONLINE CLASSES @ WREN

1. Select a course from our online event calendar (https://wrenworks.org/events).
2. Click “Register”.
3. Enter your email address and payment information. Are you a WREN member or CDBG grant recipient? Don’t forget to click the correct button!
4. Check your email for Zoom login instructions.

SEEKING A NEW WAY TO BOOST YOUR ONLINE PRESENCE? JOIN OUR ONLINE WORKSHOP SERIES

ONLINE WORKSHOP SERIES

INSTRUCTOR: Pamela Sullivan and Caitlin Fanar

DATE: Wednesday, May 6th, 6-7PM

PRICE: $35 per person for nonmembers/$25 for WREN members/$0 for CDBG grant recipients

How does your business measure up in the online marketplace? For businesses both big and small, it can be hard to stay visible without a strategic approach towards your online presence—that’s where WREN’s Pamela Sullivan and Caitlin Fanar come in. Utilizing their years of expertise in the subject, these instructors will show you, online, step-by-step what it takes to make people sit up and notice your business, all the way from social media platforms to your very own website. *CDBG grant recipients who have additional questions regarding their online presence may also sign up for 1-on-1 technical assistance over the phone or online with Pamela following participation in this workshop.

YOUR STORY: HOW TO TELL IT, AND BASIC PRESS RELEASE TIPS

INSTRUCTOR: Pamela Sullivan and Ellen Chandler

DATE: Tuesday, May 12th, 6-8PM

PRICE: $35 per person for nonmembers/$25 for WREN members/$0 for CDBG grant recipients

Your story is an important one, how do you tell it? Whether you’re a small business just getting started or a seasoned professional just looking to refresh your narrative, this special online workshop, co-hosted by Pamela Sullivan and Ellen Chandler, will help you discover the best way to tell your story. Participants will have the opportunity to examine emerging themes in their own business, discover effective strategies for approaching a press release, and define their communication goals, all with the aid of two experts in the field. *CDBG grant recipients who would like to learn more about the art of the press release may also schedule time for 1-on-1 technical assistance over the phone or online with Pamela following participation in this workshop.

Can’t afford to take an online class right now?

See if your small business qualifies for WREN’s CDBG Microenterprise Grant Program! Visit the “Grants” page on our website, www.wrenworks.org, for more information.