

# IT'S TIME TO JUMP INTO 2021!



## AlstnTEC

**Small Business Course starts February 24, 2021!** The Small Business Strategy Course<sup>SM</sup> is the **First** structured program designed to help individuals start and grow a business. No matter what type of business you have, we will walk you through the entire process, **step-by-step**, and offer additional assistance to ensure your success. Core learning path include:

**Concept Development and Business Structure Development**  
**Developing a Business Niche and Strategy Plan**  
**Business Plan Development / Legalization Assistance**  
**Lead Generation / How to convert prospects into paying customers**  
**Email Marketing / Branding / Sales Strategy Planning**  
**Insurance / Contracting / Partnership Overview**  
**Small Business Contracting / Government Contracting Opportunities**

### **HOW TO SIGN UP**

- 1) Attend a Small Business Orientation**  
**Monday, February 8<sup>th</sup> OR Tuesday, February 10<sup>th</sup>**
- 2) Submit the Online Application NLT**  
**February 20, 2020.**
- 3) Register before February 12th and**  
**Receive 30% discount off the enrollment fee.**

***10 Virtual spots per session. If you register and first class is full, we will host another date.***

**Register at [www.alstntec.com](http://www.alstntec.com)**

NOW is the  
time to get  
Your Business  
Up and  
Running....

We will take  
you to The  
Next Level!

**For questions, please contact Anne Alston at 301-500-8010**

# This Course is for

- Individuals who have an idea and want to start a business
- First-time Small Business Owners
- Home-based business owners seeking additional information or need to learn something new.
- Existing Small business owners who need a business plan for funding opportunities.
- Small Business Owners seeking to learn more about marketing, branding, sales, and start-up costs.

## COURSE DETAILS AND BENEFITS

10 Week, Instructor-Led Course via Zoom Meetings

Class is held once per week for 2 ½ to 3 hours

Includes a Comprehensive Workbook with Handouts via Google Classroom

Special Presentation Sessions from Industry Experts

1-Hour, One-on-one, Weekly Student Mentoring Sessions

Assistance with Branding and Logo Design

Additional Mentoring Sessions up to three (3) months After Class Ends

Opportunity to Establish New Business Relationships

***ALSTNTEC Small Business 10-Week Strategy Course is a proprietary course designed and facilitated by our company since 2015.***

## APPLICATION PROCESS – APPLICATIONS ARE DUE BY FEBRUARY 20, 2020

- Must be a DC, Maryland, or Virginia Resident and 18 years or older.
- Attend the ALSTNTEC Small Business Orientation.
- Submit a completed application and course enrollment fee. *The course fee is your investment in the course and will pay for your course materials*
- **Receive 30% when you register prior to February 12<sup>th</sup>.** Regular enrollment fee is \$695.00 value.

**FOR MORE INFORMATION, PLEASE CONTACT:**

Anne Alston, Course Facilitator

301-500-8010 \* [info@alstntec-smallbusiness.com](mailto:info@alstntec-smallbusiness.com)

[www.alstntec-smallbusiness.com](http://www.alstntec-smallbusiness.com)

# AlstnTEC

**Partnership**

**Growth**

**Results**