

## THE NXLEVEL™ PROGRAM

The NxLevel™ Entrepreneurial Training Programs were developed and designed to train both potential and existing entrepreneurs by offering a practical, condensed series of entrepreneurial training sessions.

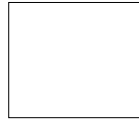
### BRONNER BUSINESS INSTITUTE

The Bronner Business Institute (BBI) is a not-for-profit, faith-based organization that equips current and aspiring business owners with the training, counseling, networking, and other resources needed for entrepreneurial success.

“IT’S BEEN PROVEN THAT THE ENTREPRENEUR WHO PLANS IS THE ENTREPRENEUR WHO SUCCEEDS”  
—NXLEVEL™ TRAINING NETWORK

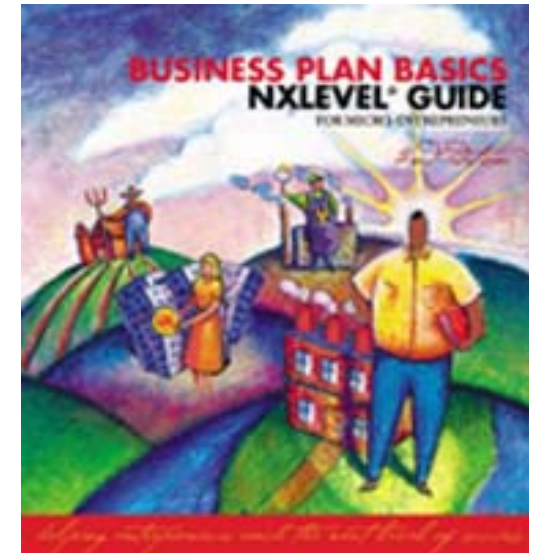


BRONNER BUSINESS INSTITUTE  
212 RIVERSIDE PKWY.  
AUSTELL, GA 30168  
770.874.8400 EXT. 1105  
EMAIL: TRAINING@NHBI.ORG  
WEB: WWW.NHBI.ORG



Are you serious about taking your  
business or business idea  
to the next level?

**You need a plan!**



*Lay a solid foundation and  
growth strategy for your business!*



**Bronner Business Institute**

Word Of Faith Family Worship Cathedral

## BACKGROUND

The NxLevel™ for Micro-Entrepreneurs course was developed by assembling an experienced team of people involved in micro-enterprise training through various groups including: SBA funded women and minority training organizations, business incubators, micro loan funds, community development corporations, and small business development centers. It is a 15-session course that explores achieving self-sufficiency through self-employment. Participants will learn the following as they develop their own written business plan:

- What it takes to be a successful entrepreneur
- How to develop and test their business concept
- How to select the best business entry option
- How to organize and manage their business
- How to research and market their business
- How to understand and get their financials in order
- How and where to get funding for their business
- How to determine the feasibility of their business concept
- Networking with other entrepreneurs

## WHO SHOULD TAKE THIS COURSE?

This course is designed to benefit both current business owners and aspiring business owners needing to create a comprehensive business plan to take their business or business idea to the next level of implementation, growth and success.

## WHERE, WHEN, & HOW MUCH?

**WHERE:** Classes will be held at the  
Word Of Faith  
Life Training Center  
212 Riverside Pkwy.  
Austell, GA 30168

**WHEN:** Monday Evening Section (15 weeks)  
- Begins Sept. 6, 2010, 6pm-9pm

**COST:** \$700 [includes a comprehensive reference book, all class handouts, access to online resources and refreshments.]  
BBI CHAMP Member Discounts apply.  
**Early Registration Deadline: 8/22/10.**

## HOW DO YOU REGISTER? ... Easy!

Registration forms are available online at the BBI website, [www.nhbbs.org](http://www.nhbbs.org). Just complete the registration form and submit it along with your payment to:

Bronner Business Institute  
212 Riverside Pkwy.  
Austell, GA 30168

For further information, contact BBI:

770.874.8400 ext. 1105  
[training@nhbbs.org](mailto:training@nhbbs.org)  
[www.nhbbs.org](http://www.nhbbs.org)

## THE CURRICULUM

THE PURPOSE OF THIS COURSE IS TO PROVIDE PARTICIPANTS WITH THE ABILITY TO ACHIEVE SELF-SUFFICIENCY THROUGH SELF-EMPLOYMENT.

● **keys to your business success** unlock your future by understanding the keys to business success, develop a personal budget, financial statement, & skills assessment, learn credit and time management techniques, and develop planning and scheduling skills ● **assessing your business idea** assess your business idea by understanding business niche, your market and contingency planning ● **business planning** understand the basics of planning and the importance of developing a business plan ● **the marketing plan** learn about researching your market as you describe your product or service, customer, competition, and market potential ● **government regulations** explore the structure of business ownership by understanding laws, intellectual property rights and contracts ● **management** become a priority manager developing skills in managing time, communication, people, problems, and risk ● **market analysis** learn about researching your market as you describe your product or service, customer, competition, and market potential ● **product and price** develop product and pricing strategies for your business ● **placement and promotion** develop placement and promotional strategies for your business, and combine all your marketing strategies into an effective marketing plan ● **e-commerce** explore ways to market your business, buy, and sell using the internet ● **selling success** master the art of selling and providing great customer service ● **where's the cash?** understand cash flow projections, income statements and balance sheets as powerful tools in the financial management of your business ● **managing your money** explore budgeting, record keeping, and accounting systems as additional tools in managing the financial aspects of your business ● **financial tools and tips** understand the best sources of capital debt as you develop successful funding strategies for your business ● **bringing it all together!** learn the importance of negotiating and deal making as you bring it all together and finagle your business plan.