Small business seminars start Wednesday

Sentinel staff report

WATSONVILLE — The Central Coast Small Business Development Center at Cabrillo College will offer four small business seminars starting Wednesday. The topics by date are:

Wednesday: Basic Quickbooks, the bookkeeping software that can track expenses, create invoices and sales documents, manage tax-related entries and payroll financial reports. The instructor is Penelope Fauré.

Nov. 10: Marketing 101: The Basics, using a concise marketing message, how to identify effective marketing outlets, working the Internet into a marketing plan. The instructor is John Hibble.

Nov. 17: Business Plan Seminar, how to measure business opportunities, establish realistic goals and objectives, and finance growth and profitability. Instructor is Diana Moreno-Inman.

Dec. 1: Bookkeeping 101, how to keep and maintain clear and accurate financial records and streamline the record-keeping process. Instructor is Penelope Fauré.

All the seminars will be 2-4:30 p.m. Wednesdays at the Watsonville Main Library, 275 Main St. Suite 100. The cost is $35 per seminar. Advance registration is required. Seating is limited. To register, call 479-6136 or go to www.centralcoastsbdc.org.