

FOR 'EWA™

MOMENTUM

Business-Builder Program

An Entrepreneurial Program sponsored by the Ewa Beach Community Based Development Organization (Ewa Beach CDBO). This FREE program is available to aspiring, new, and established business owners residing in the Ewa Beach and neighboring communities who seek to learn skills, best practices, strategies and implementation steps to build a solid foundation for success.

It provides people with an opportunity to live, work and play in your own community.

The **Momentum Business Builder Program** offers:

- ✓ A 8-week program with traditional & interactive online learning
- ✓ 8 weeks of Business-Builder Training
- ✓ 6 Group Business-Coaching Calls
- ✓ Online Access to the modules, workbook, and learning guides
- ✓ Bonus courses in Financial Literacy, Business Planning and Post-Implementation
- ✓ Post-program support & accountability provided by Ewa Beach CDBO

Program Outline:

Module	Topic	Description
1	Business Strategy	Identify the overall business strategy for your business, translating into a business plan.
2	Branding	Build a brand that gets seen, gets heard and gets paid
3	Marketing	Learn the offline and online marketing techniques to drive new leads into your business.
4	Sales	Without sales, there is no business. Learn basic sales techniques that help customers see the value of purchasing your products and/or services
5	Operations and Business Systems	Without a good infrastructure, your business cannot grow or scale. Customer experience and service becomes the pillar of your ability to retain customers (which costs less than gaining a new one!).
6	Web Site and Online Strategies	Web and social media are essential in today's business marketplace. Build your online presence.

**8 Week course: March 19th – May 10th
Wednesdays In Class and Saturday Online Call in**

Week	Date	Topic	In Class Wednesday-6-8pm	Online Coaching Saturday - 9-10am
1	19-Mar	Business Strategy	x	
1	22-Mar	Business Strategy		x
2	26-Mar	Branding	x	
2	29-Mar	Branding		x
3	2-Apr	Marketing	x	
3	5-Apr	Marketing		x
4	9-Apr	Sales	x	
4	12-Apr	Sales		x
5	16-Apr	Operations & Business Systems	x	
5	19-Apr	Operations & Business Systems		x
6	23-Apr	Financial Literacy/Business Plan	x	No Call
7	30-Apr	90 day planning & technical assistance	x	No Call
8	7-May	Website & Online Strategies	x	
8	10-May	Website & Online Strategies		x

In Class Location:

Blessings From Heaven Preschool
91-679 Fort Weaver Rd
Ewa Beach, HI 96706

Registration: www.ewabeachcbdo.org

Your registration is complete upon receipt of a confirmation email from the Ewa Beach CBDO. Limited spaces available. Priority will be given to LMI Ewa Beach residents.

About Your Instructor:



Jennifer Kem – Owner of KemComm Media Group

Jennifer Kem has over 16 years of business experience as a business leader with large, mid, and small sized companies. As the owner of KemComm Media Group, Jennifer consults corporate executives and business owners to elevate their brands and grow their business using lead generation, digital strategy and all aspects of advertising, including direct mail, directTV, print and radio.

Coined the ‘Strategic Narrator’ and ‘CMO-for-hire’ for modern businesses – she has been directly responsible for company revenue growth in every engagement she has served using leadership, fiscal aptitude, product prioritization, and program execution. Her experience and passion for her clients around the world serves business owners to create massive impact and profit through training and workshops, entrepreneurial programs and executive coaching. She has a B.S. in Commerce and Management from Santa Clara University and an MBA from University of California, Berkeley.

This Momentum Business Builder program is made available through grants from the City and County of Honolulu and the State of Hawaii.