

OCT 13 - DEC 23

HELPING TO HEAL  
SMALL BUSINESSES  
in the  
time of **COVID**



## Course Catalog

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**All services are funded by  
the *City of Sacramento* &  
are provided to participants  
**FREE OF CHARGE!****

## Workshop Topics & Areas of Consulting Services

- > Access to Capital
- > COVID-19
- > Best Business Practices
- > Business Planning
- > Business Strategy
- > Marketing & E-Commerce



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## **USER DASHBOARD**

**When a user signs up for BSABSS they receive a user account to make choosing workshops and scheduling FREE 1:1 consultations as convenient as possible.**

**Click here to start: [BSABSS - SIGN UP NOW!](#)**

## **CONSULTANTS:**

**Consultants will receive an email indicating that there is a pending appointment. When the consultant login to the site and visit the tab with their appointment calendar they can approve or cancel appointments.**

# Sacramento COVID Entrepreneurship Bootcamp

## With James Bottom

This COVID entrepreneurship program provides an overview of how to rapidly build a startup venture or improve an existing business. We will take a deeper dive into the mindset and methodologies of iterating on a venture idea. The objective is for an individual to take a problem, create a solution for a proposed customer segment and build an initial prototype or service. Our cohort timeline mirrors how quickly you can develop solutions in the real world. It is hoped that you can actively engage with your own businesses at this time to implement new models and generate new revenue streams.

One cohort will be taught on Mondays, Tuesdays, and Wednesdays from 5-6 PM PST for three weeks or an alternative cohort from 1-4 PM PST on Fridays for 3 weeks. Your cohort will likely comprise more than a dozen business owners from the local community and we want to try our best to personalize your experience. This means you will need to schedule a weekly check-in consulting meeting with your instructor to ensure you are making progress and will be provided opportunities to receive constructive feedback.

### Instructor Bio

**James Bottom** has become an expert in developing university startup ecosystems. As a former founder trying to build his venture out of graduate school, he quickly realized that most universities needed better co-curricular programming. He's spent the last decade working to improve access to resources for individuals trying to build their startups and creating an investment syndicate to increase access to capital. James has helped thousands of founders begin their entrepreneurial journey and he is just getting started.

**Contact Email:** [james@berkeleystrategy.org](mailto:james@berkeleystrategy.org)

### FREE 1:1 Consultation Availability

Mondays 2 - 4pm  
Tuesdays 2 - 4pm

Wednesdays 2 - 4pm  
Thursdays 2 - 4pm

# Bootcamp Breakdown

## **Class 1: Analyzing Your Business Problems During COVID**

Learning How To Not Boil The Ocean - 313

Three: What is the problem I'm trying to solve?

What is the solution to that problem?

What customer is willing to use or purchase my product or service?

One: Combine the three sentences above into one

Three: Say your idea in 3 words. Example: "Uber For Cats" or "Netflix For Games"

## **Class 2: Problem/Solutions, Experiments & Customer Discovery**

Can you create an experiment to test your business model? What data do you think you need and how can you get it? Are you listening to your customer or customers?

Go out and interview at least 16 prospective consumers or customers regarding your top ranked prospective problem or problems. If you are still undecided on a problem, use the feedback to see if this problem is as big a problem as you think. It's just as important to invalidate ideas as it is to validate them. Pick one problem to work on for the duration of the program and remember 5 minutes of real feedback from a potential customer is worth hours of research insights.

## **Class 3: Business Model Canvas**

[Watch 5 Minute Business Model Canvas Video On Startup 101](#)

Your Business Hypotheses AKA - The Business Model Canvas

This can take a few minutes to learn but a lifetime to master.

## **Class 4: Business Process Mapping**

One of the most effective ways to improve your business by understanding the way it works. If you are creating a new business, this can help hypothesize what would happen if you changed business or revenue models.

## **Class 5: Digital Branding & Trademarks**

What constitutes a good name for my business? Why shouldn't I fall in love with the name I already have dreamed up? What online tools do I use to validate if I have a good brandable name?

# Bootcamp Breakdown

## **Class 6: Creating Prototypes or MVP's**

What are some easy ways we can get users to adopt your product? How can we iterate to build a better product? What can I hack out quickly to demonstrate my idea, concept, product or prototype? How can I design a \$20-50 experiment to see if it's feasible?

## **Class 7: Productivity Tools**

We will look at some basic CRM systems, mass mail tools, social media aggregators and a few others that might be useful for your business.

## **Class 8: Crowd Funding & Raising Capital**

There are many paths to success including bootstrapping, angel investment and venture capital. We will learn the basics of how to put together a concept video for a crowdfunding campaign and discuss some capital sources that might be available during COVID.

## **Class 9: Go To Market Strategies & Pivots**

Launching your new venture and pivoting your way to success without having to hire expensive developers or wait for a technical co-founder. Whether you are building an on-demand app like Uber, a marketplace like Airbnb or a productivity tool like Slack, you can build it without code.

# COVID BUSINESS SURVIVAL TOOLS: Cohort 1

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**Berkeley Strategy Advisors has invited you to a scheduled Zoom meeting.**

**Topic:** COVID BUSINESS SURVIVAL TOOLS: Cohort 1

**Time:** 05:00 PM Pacific Time 1 hour

Every week on Monday, Tuesday, Wednesday - 3 sessions available

## **SESSION 1**

Oct 12, 2020 05:00 PM  
Oct 13, 2020 05:00 PM  
Oct 14, 2020 05:00 PM  
Oct 19, 2020 05:00 PM  
Oct 20, 2020 05:00 PM  
Oct 21, 2020 05:00 PM  
Oct 26, 2020 05:00 PM  
Oct 27, 2020 05:00 PM  
Oct 28, 2020 05:00 PM

## **SESSION 2**

Nov 2, 2020 05:00 PM  
Nov 3, 2020 05:00 PM  
Nov 4, 2020 05:00 PM  
Nov 9, 2020 05:00 PM  
Nov 10, 2020 05:00 PM  
Nov 11, 2020 05:00 PM  
Nov 16, 2020 05:00 PM  
Nov 17, 2020 05:00 PM  
Nov 18, 2020 05:00 PM

## **SESSION 3**

Nov 23, 2020 05:00 PM  
Nov 24, 2020 05:00 PM  
Nov 25, 2020 05:00 PM  
Nov 30, 2020 05:00 PM  
Dec 1, 2020 05:00 PM  
Dec 2, 2020 05:00 PM  
Dec 7, 2020 05:00 PM  
Dec 8, 2020 05:00 PM  
Dec 9, 2020 05:00 PM

Download and import all 3 sessions iCalendar (.ics) files to your calendar system.

Weekly: [CALENDAR](#)

## **Join Zoom Meeting**

<https://zoom.us/j/91048100529?pwd=dTlyWHRuUTM5TysvenY0bHdsL1Vvdz09>

**Meeting ID: 910 4810 0529**

**Passcode: 127041**

One tap mobile

+16699009128,,91048100529#,,,,,0#,,127041# US (San Jose)

+13462487799,,91048100529#,,,,,0#,,127041# US (Houston)

Dial by your location

+1 669 900 9128 US (San Jose)

+1 346 248 7799 US (Houston)

+1 253 215 8782 US (Tacoma)

+1 301 715 8592 US Germantown)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

Find your local number: <https://zoom.us/u/acRI71rnnn>

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## COVID BUSINESS SURVIVAL TOOLS: Cohort 2

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**Berkeley Strategy Advisors has invited you to a scheduled Zoom meeting.**

**Topic:** COVID BUSINESS SURVIVAL TOOLS: Cohort 2

**Time:** 01:00 PM Pacific Time 3 hours 30 minutes

Every Friday - 3 sessions available

### **SESSION 1**

Oct 16, 2020 01:00 PM

Oct 23, 2020 01:00 PM

Oct 30, 2020 01:00 PM

### **SESSION 2**

Nov 5, 2020 01:00 PM

Nov 13, 2020 01:00 PM

Nov 20, 2020 01:00 PM

### **SESSION 3**

Nov 27, 2020 01:00 PM

Dec 4, 2020 01:00 PM

Dec 11, 2020 01:00 PM

Download and import all 3 sessions iCalendar (.ics) files to your calendar system.

Weekly: [CALENDAR](#)

### **Join Zoom Meeting**

<https://zoom.us/j/99814193060?pwd=SmlrSFp0UFAvWmF5MWRldWlEK2V6QT09>

**Meeting ID: 998 1419 3060**

**Passcode: 243584**

One tap mobile

+16699009128,,99814193060#,,,,,0#,,243584# US (San Jose)

+12532158782,,99814193060#,,,,,0#,,243584# US (Tacoma)

Dial by your location

+1 669 900 9128 US (San Jose)

+1 312 626 6799 US (Chicago)

+1 253 215 8782 US (Tacoma)

+1 646 558 8656 US (New York)

+1 346 248 7799 US (Houston)

+1 301 715 8592 US (Germantown)

Find your local number: <https://zoom.us/u/acAj1sNAEV>

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# **COVID-19 Success and Recovery Tools With Maria Acosta**

## **Best Business Practices for Financing and Accounting**

With changes this pandemic has brought to our Economy, so has your business needs changed, that has caused much disruption. This course will help you minimize some anxieties brought up from this pandemic. This will help you understand your business financial & accounting matters, in an effort to survive these difficult times and can assist you in to thrive amidst this COVID-19 pandemic.

## **Borrowing Money During the COVID-19 Pandemic**

This Course will outline how to deal with your Lender and what they will expect from you, when borrowing money during this pandemic. You will also understand the lending process from the perspective of an Underwriter. Banking has changed during these times, however, their mission hasn't changed. Banks are still lending with some changes that you must familiarize yourself with, and understand them.

## **Instructor Bio**

**Maria D. Acosta** 30 years' experience in Business/Economic Development with emphasis in Financing & Commercial Lending: Former Director of the U.S. Small Business Administration - LA Region. Former Area Director U.S. Department of Commerce (MBDA) – LA Region. USC - University of Southern California, Maria, lectured a class on “Accounting/Financing Best Practices” at an entrepreneurial graduate program, “USC Bridges to Business”, as part of USC's Civic Engineering & Economic Department, operated in partnership with the Los Angeles Mayor's Office of Economic Development from 2013-2017. Currently, 7- years with California Manufacturing Technical Consultants (CMTC) - Financing & Accounting Consultant-Resource Partner.

**Contact Email:** [maria@berkeleystrategy.org](mailto:maria@berkeleystrategy.org)

## **FREE 1:1 Consultation Availability**

Mondays 2 - 5:00pm  
Tuesdays 2 - 5:00pm

Wednesdays 12 - 3pm  
Thursdays 2 - 5pm

Fridays 12 - 3pm

## COVID-19 Success and Recovery Tools: Best Business Practices for Financing and Accounting Borrowing

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**Berkeley Strategy Advisors has invited you to a scheduled Zoom meeting.**

**Topic:** COVID-19 Success & Recovery Tools  
Best Business Practices for Financing & Accounting

**Time:** 09:00 AM Pacific Time 1 hour 30 minutes  
Every week on Wednesday & Friday 3 sessions available

### **SESSION 1**

Oct 28, 2020 09:00 AM  
Oct 30, 2020 09:00 AM  
Oct 28, 2020 09:00 AM  
Oct 30, 2020 09:00 AM  
Oct 28, 2020 09:00 AM  
Oct 30, 2020 09:00 AM

### **SESSION 2**

Nov 4, 2020 09:00 AM  
Nov 6, 2020 09:00 AM  
Nov 11, 2020 09:00 AM  
Nov 13, 2020 09:00 AM  
Nov 18, 2020 09:00 AM  
Nov 20, 2020 09:00 AM

### **SESSION 3**

Nov 25, 2020 09:00 AM  
Nov 27, 2020 09:00 AM  
Dec 2, 2020 09:00 AM  
Dec 4, 2020 09:00 AM  
Dec 9, 2020 09:00 AM  
Dec 11, 2020 09:00 AM

Download and import all 3 sessions iCalendar (.ics) files to your calendar system.  
Weekly: [CALENDAR](#)

### **Join Zoom Meeting**

<https://zoom.us/j/94406895917?pwd=aGI4MXJ1aGpSdXJ4K1FRVjBjbHZldz09>

**Meeting ID: 944 0689 5917**

**Passcode: 224581**

One tap mobile

+16699009128,,94406895917#,,,,,0#,,224581# US (San Jose)

+13462487799,,94406895917#,,,,,0#,,224581# US (Houston)

Dial by your location

+1 669 900 9128 US (San Jose)

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+1 253 215 8782 US (Tacoma)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Germantown)

Find your local number: <https://zoom.us/u/acnAQz01cO>

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# Borrowing Money during the COVID-19

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**Berkeley Strategy Advisors has invited you to a scheduled Zoom meeting.**

**Topic:** Borrowing Money during the COVID-19 Pandemic

**Time:** 05:00 PM Pacific Time 1 hour

Every week on Wednesday & Friday 3 sessions available

## **SESSION 1**

Oct 28, 2020 05:00 PM

Oct 30, 2020 05:00 PM

Oct 28, 2020 05:00 PM

Oct 30, 2020 05:00 PM

Oct 28, 2020 05:00 PM

Oct 30, 2020 05:00 PM

## **SESSION 2**

Nov 4, 2020 05:00 PM

Nov 6, 2020 05:00 PM

Nov 11, 2020 05:00 PM

Nov 13, 2020 05:00 PM

Nov 18, 2020 05:00 PM

Nov 20, 2020 05:00 PM

## **SESSION 3**

Nov 25, 2020 05:00 PM

Nov 27, 2020 05:00 PM

Dec 2, 2020 05:00 PM

Dec 4, 2020 05:00 PM

Dec 9, 2020 05:00 PM

Dec 11, 2020 05:00 PM

Download and import all 3 sessions iCalendar (.ics) files to your calendar system.

Weekly: [CALENDAR](#)

## **Join Zoom Meeting**

<https://zoom.us/j/92671479432?pwd=RUYrdkd0aVZqaEMrUDhGaTUweXBTZz09>

**Meeting ID: 926 7147 9432**

**Passcode: 118609**

One tap mobile

+16699009128,,92671479432#,,,,,0#,,118609# US (San Jose)

+12532158782,,92671479432#,,,,,0#,,118609# US (Tacoma)

Dial by your location

+1 669 900 9128 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

Find your local number: <https://zoom.us/u/adtHlqnjhu>

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## **Planning, Designing, and Implementing Business Programs During COVID and Beyond with Blaine Pope**

**Course Description:** This course is designed to introduce basic concepts, tools, and principles of business strategy formulation and situational analysis. Additionally, this course is also concerned with the actual implementation of managerial decisions resulting from the strategic planning process. The course focuses on information, organizational processes, skills, and business judgment for managers and owners. Just as important will be the first-hand, lived experience that each participant can contribute to this course. Business start-up and survival can be a challenging task under relatively stable conditions. The COVID-19 public health crisis has now added a layer of complexity to the process of business management. Drawing on the trainer's experience in global public health and economic development programming, this course will weave in some of the latest information on the pandemic, its economic policy implications, and its impact on small and medium-sized enterprises (SMEs).

### **Instructor Bio**

**Doctor Blaine Pope** has international experience in public health, environmental studies, and economic development. He has worked in a wide range of socio-economic and cross-cultural settings; but he has specialized working with communities in low-resource environments. In addition to working in the United States, he has also worked in the Caribbean, Africa, and the Middle East. He is a graduate of the University of California at Berkeley, where he created his own undergraduate program in health policy.

He is a graduate of the Columbia University School of International and Public Affairs, where he was a double major in public administration (MPA) and international affairs (MIA). He is a graduate of Fielding Graduate University where he received a third master's degree (MA) and a doctorate (Ph.D.) in organization development. Dr. Pope is a strong advocate for student-centered learning, wherein students' lived experiences are also valued, and can be woven into the teaching process.

**Contact Email:** [blaine@berkeleystrategy.org](mailto:blaine@berkeleystrategy.org)

**FREE 1:1 Consultation Availability**

# Planning, Designing, and Implementing Business Programs During COVID and Beyond

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Berkeley Strategy Advisors has invited you to a scheduled Zoom meeting.

**Topic: Business Planning and Needs Assessment for the COVID Economy**

**Time: 02:00 PM Pacific Time**

**Every week on Tuesdays & Thursdays - 3 sessions available**

## **SESSION 1**

Oct 13, 2020 02:00 PM

Oct 15, 2020 02:00 PM

Oct 20, 2020 02:00 PM

Oct 22, 2020 02:00 PM

Oct 27, 2020 02:00 PM

Oct 29, 2020 02:00 PM

## **SESSION 2**

Nov 3, 2020 02:00 PM

Nov 5, 2020 02:00 PM

Nov 10, 2020 02:00 PM

Nov 12, 2020 02:00 PM

Nov 17, 2020 02:00 PM

Nov 19, 2020 02:00 PM

## **SESSION 3**

Nov 24, 2020 02:00 PM

Nov 26, 2020 02:00 PM

Dec 1, 2020 02:00 PM

Dec 3, 2020 02:00 PM

Dec 8, 2020 02:00 PM

Dec 10, 2020 02:00 PM

Download and import all 3 sessions iCalendar (.ics) files to your calendar system.

Weekly: [CALENDAR](#)

## **Join Zoom Meeting**

<https://zoom.us/j/99933510715?pwd=MFFRa2xGMkpTb0dpNE1DV2VTS3JHdz09>

**Meeting ID: 999 3351 0715**

**Passcode: 023536**

One tap mobile

+16699009128,,99933510715#,,,,,0#,,023536# US (San Jose)

+13462487799,,99933510715#,,,,,0#,,023536# US (Houston)

Dial by your location

+1 669 900 9128 US (San Jose)

+1 346 248 7799 US (Houston)

+1 253 215 8782 US (Tacoma)

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

Find your local number: <https://zoom.us/u/ablcLtA400>

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## **Fundamentals of Small Business Development**

**Course Description:** An interactive stand-alone learning curriculum for a person who is ready to take action on a business idea or an entrepreneur who already started conducting business and is generating under \$500,000 in annual revenues.

Fundamentals of Small Business Development adds emphasis to a simple, but highly important concept: Operating a business like a business. The course adds awareness to the importance of the entrepreneur's development of their leadership mindset to enable the strategic growth of the business.

Overall, the course lectures will give you a practical overview of the fundamentals required to start a micro-enterprise or learn the essentials needed to develop a small business. The course content is based on proven practices and sound advice from best practices learned. The instruction received is from the instructor's direct experience of more than 30 years that includes operating a successful small business and equipping aspiring entrepreneurs through education, training and coaching.

### **Instructor Bio**

**Sergio Gascon** is the former Executive Director at the University of Southern California, he had oversight of the university's economic development small business growth programs. A key program he oversaw was the Los Angeles Minority Business Development Agency Business Center, a bureau within the United States Department of Commerce, that was administered in partnership with the Mayor's Office of Economic Development, City of Los Angeles.

Mr. Gascon supervised the delivery of management consulting services and business education to companies owned and operated by minorities with annual sales in excess of one million dollars. The services provided by his office enabled small businesses located nationwide to strategically grow and create thousands of jobs in their local communities. Gascon earned a Master of Leadership from USC, and he was recognized by Hispanic Magazine as one of the top 100 Hispanic entrepreneurs in the US.

**Contact Email:** [sergio@berkeleystrategy.org](mailto:sergio@berkeleystrategy.org)

### **FREE 1:1 Consultation Availability**

Tuesdays: 11am - 4pm

Wednesdays: 10am - 5pm

Thursdays: 11am - 4pm

Fridays: 10am - 2pm

# Fundamentals of Business Planning & Marketing in the COVID-19 Economy

## Tuesday & Thursday Cohorts - 3 sessions available

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**Berkeley Strategy Advisors has invited you to a scheduled Zoom meeting.**

**Topic:** Fundamentals of Business Planning & Marketing in the COVID-19 Economy

**Time:** 09:00 AM Pacific Time (US and Canada)

Join a 3 week session. Choose Tuesdays or Thursdays

### SESSION 1

Oct 13, 2020 09:00 AM

Oct 15, 2020 09:00 AM

Oct 20, 2020 09:00 AM

Oct 22, 2020 09:00 AM

Oct 27, 2020 09:00 AM

Oct 29, 2020 09:00 AM

### SESSION 2

Nov 3, 2020 09:00 AM

Nov 5, 2020 09:00 AM

Nov 10, 2020 09:00 AM

Nov 12, 2020 09:00 AM

Nov 17, 2020 09:00 AM

Nov 19, 2020 09:00 AM

### SESSION 3

Nov 24, 2020 09:00 AM

Nov 26, 2020 09:00 AM

Dec 1, 2020 09:00 AM

Dec 3, 2020 09:00 AM

Dec 8, 2020 09:00 AM

Dec 10, 2020 09:00 AM

Download and import all 3 sessions iCalendar (.ics) files to your calendar system.

Weekly: [CALENDAR](#)

## Join Zoom Meeting

<https://zoom.us/j/95617444157?pwd=eDNuVTN4TTBSYUJrRWdYdHZRWnB1dz09>

**Meeting ID: 956 1744 4157**

**Passcode: 869523**

One tap mobile

+16699009128,,95617444157#,,,,,0#,,869523# US (San Jose)

+13462487799,,95617444157#,,,,,0#,,869523# US (Houston)

Dial by your location

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+1 253 215 8782 US (Tacoma)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Germantown)

Find your local number: <https://zoom.us/u/a6CaiJBZ7>

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## Fundamentals of Business Planning & Financing in the COVID-19 Economy Tuesday & Thursday Cohorts - 3 sessions available

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**Berkeley Strategy Advisors has invited you to a scheduled Zoom meeting.**

**Topic:** Fundamentals of Business Planning & Financing in the COVID-19 Economy

**Time:** 06:00 PM Pacific Time (US and Canada)

Join a 3 week session. Choose Tuesdays or Thursdays

### **SESSION 1**

Oct 13, 2020 09:00 AM  
Oct 15, 2020 09:00 AM  
Oct 20, 2020 09:00 AM  
Oct 22, 2020 09:00 AM  
Oct 27, 2020 09:00 AM  
Oct 29, 2020 09:00 AM

### **SESSION 2**

Nov 3, 2020 09:00 AM  
Nov 5, 2020 09:00 AM  
Nov 10, 2020 09:00 AM  
Nov 12, 2020 09:00 AM  
Nov 17, 2020 09:00 AM  
Nov 19, 2020 09:00 AM

### **SESSION 3**

Nov 24, 2020 09:00 AM  
Nov 26, 2020 09:00 AM  
Dec 1, 2020 09:00 AM  
Dec 3, 2020 09:00 AM  
Dec 8, 2020 09:00 AM  
Dec 10, 2020 09:00 AM

Download and import all 3 sessions iCalendar (.ics) files to your calendar system.

Weekly: [CALENDAR](#)

### **Join Zoom Meeting**

<https://zoom.us/j/92281142967?pwd=bnZwUVlleEJqbDZxNXUraTZvUTdXZz09>

**Meeting ID: 922 8114 2967**

**Passcode: 456743**

One tap mobile

+16699009128,,95617444157#,,,,,0#,,869523# US (San Jose)

+13462487799,,95617444157#,,,,,0#,,869523# US (Houston)

Dial by your location

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+1 253 215 8782 US (Tacoma)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Germantown)

Find your local number: <https://zoom.us/u/abO0gVOyCW>

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## **BSA CALENDAR**

**[DOWNLOAD FULL SCHEDULE](#)**

## **WEBSITE LINKS**

**[BSABSS INFO LINK](#)**

**[MEMBER REGISTRATION LINK](#)**

**[COURSE CATALOG](#)**

**[BSA HOMEPAGE LINK](#)**

## **GRAPHIC DOWNLOADS**

**[DOWNLOAD THE FLIER TO SHARE](#)**

**[DOWNLOAD THE ZOOM BACKGROUND/WALLPAPER](#)**

**[DOWNLOAD THE BSA LOGO](#)**

# [[INSTRUCTOR MARKETING SAMPLE]]



{{date}}

## FREE BUSINESS TECHNICAL ASSISTANCE

Greetings [[Full Name,]]

I would like to invite you to participate in a workshop I will be leading through Berkeley Strategy Advisors'. These workshops, sponsored by the City of Sacramento's business technical assistance program, are designed to equip businesses like yours with tools to navigate the challenges that have come from the COVID-19 pandemic.

My course on [COURSE TITLE] will start at [START TIME] on [DAYS OF THE WEEK], ending at [END TIME]. If you are interested in participating, please register and sign up at [LINK].

There are several other courses available that may interest you as well. You can find them at [LINK].

I hope you can attend.

Stay safe and well,  
[INSTRUCTOR NAME]

[[send with PDF flier attachment]]

## **ZOOM SUPPORT**

**\*\*\*You must sign into Zoom with your new BSA email accounts to launch your scheduled meetings!**

**[GETTING STARTED](#)**

**[TUTORIAL VIDEOS](#)**

**[TECH SUPPORT](#)**

**[ZOOM HELP CENTER](#)**

**JUST CALL JENNY 916-226-7131**