

Start Your Own Business: Several Tuesday Night Workshops at Darien Library

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Want to start a business but don't know where to start? This workshop series, conducted by a team of professionals from the [SCORE Fairfield County](#) Chapter, will provide a solid foundation for your business to grow and thrive.

— [an announcement](#) from *Darien Library*

The second workshop in the series runs from 6 to 8 p.m., Tuesday, June 6, from 6 to 8 p.m. in the library's Conference Room. Check-in starts at 5:30 p.m. The place, times and day of the week are the same for the rest of the workshops.

[Register here](#)

June 6, Week 2: [Marketing Strategy & Research](#)

Learn the importance of market research and planning to start-up and build a competitive and successful business. Emphasis will be on sound market positioning of a small business's products or services within its target market that will enhance profitable sales and success.

June 13, Week 3: [Website & Social Media Marketing](#)

This session focuses on the current online marketing tools available for start-up and operating businesses. Proven providers of website design/marketing programs and of social media marketing tools will help navigate your business to the proper balance of a website and social media marketing strategies for your business.

June 20, Week 4: [Financial Planning and Reporting](#)

This presentation reviews a business's key financial statements and walks the participants through the development of a comprehensive financial plan. The importance of understanding the key financial drivers of the business will be a center-piece of the discussion.

June 27, Week 5: [Funding Sources/Conversation with Entrepreneurs](#)

Learn the funding structure required for start-up businesses today, including a presentation from lending sources specializing in start-up and small businesses. Includes discussion and Q&A with SCORE mentored, start-up business entrepreneurs