



With sponsorship from  
The Lincoln Trail Workforce Investment Board

Innovative Productivity, Inc.  
presents

## ***Small Business “Fitness Workout”***

The Lincoln Trail Workforce Investment Board (LTWIB) is sponsoring no-cost *Small Business “Fitness Workout”* training for small businesses within the eight county\* area of the District. Paid for with Workforce Investment Act funding, this high value service is being offered to small business owners on a complimentary basis. The objective of this training initiative aims to strengthen the efficiency, sustainability, and growth potential of existing small businesses.

This unique offer of five, 4-hour training sessions extends an opportunity to small business owners in the LTADD to address common weaknesses that can threaten the overall health of a business. The *Small Business “Fitness Workout”* will address these specific challenges and yield the following for each participating business:

- Often, the **business plan** is a lethargic (or non-existent) document that holds little relevance to the operation of the business; learn how to “pump it up” by establishing meaningful milestones, goals, and strategic objectives that will truly serve as guides for business decisions, as well as indicators of progress and success;
- Many small businesses are unable to **determine true costs**; learn how to “weigh-in” all the factors that contribute to the overall cost of operating the business;
- The weight of expenses frequently suffocate the growth or continuance of small businesses; learn how to “breathe” **cash flow management** strategies into daily operations;
- Precious time is often lost creating unique documents; learn how improve efficiency by “exercising” the use of **helpful business templates**;
- Traffic on the business website need not be sluggish; learn how to “energize” the features and content on the site, and “realize the benefits” of **search engine optimization** (SEO). Even those without websites will learn strategies to improve the “profile” and customer awareness of the business.

**What type of businesses should participate?** Any small business seeking assistance in growing or strengthening their enterprise in light of the aforementioned challenges may self-nominate and apply for the opportunity to participate. This business must be located within the Lincoln Trail Area Development District. \*

**When is the training scheduled to take place?** The *Small Business “Fitness Workout”* will be offered during the spring of 2011; see below for specific dates, time, and location.

Course Meeting Dates					Meeting Time	Meeting Place
4/7/11	4/14/11	4/21/11	4/28/11	5/5/11	1:00 – 5:00 p.m.	Regional Education Center 2000 Challenger Way Radcliff, KY 40160

**Continue**

**How do I apply for one of the limited opportunities to attend the *Small Business "Fitness Workout"* training?**

The business owner should complete this application and e-mail it to [entrepreneurs@mttc.org](mailto:entrepreneurs@mttc.org). All submitted applications will be reviewed by a selection committee in the order in which they were received. All applicants will receive an e-mail notification regarding the status of their application.

**Application Deadline: March 24, 2011**

\* The Lincoln Trail Area Development District consists of the following counties in Kentucky: Breckinridge, Grayson, Hardin, Larue, Marion, Meade, Nelson, and Washington.

**Please note: All fields must be completed for full consideration**

Name: \_\_\_\_\_  
Name of Business: \_\_\_\_\_  
Business Address: \_\_\_\_\_  
City: \_\_\_\_\_ County: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_ Business Web Address: \_\_\_\_\_  
Daytime Phone: ( ) \_\_\_\_\_ - \_\_\_\_\_ Mobile Phone: ( ) \_\_\_\_\_ - \_\_\_\_\_  
Number of employees: \_\_\_\_\_

Which listing below defines the stage of your business? (select one)

- Start-up phase (< 1 year)
- 1 – 5 years in operation
- 6 – 9 years in operation
- ≥ 10 years in operation

Type of Business: (Identify sector, products & services offered) \_\_\_\_\_  
\_\_\_\_\_

What factors are motivating you to apply for the opportunity to attend the *Small Business "Fitness Workout"*?  
\_\_\_\_\_  
\_\_\_\_\_

Given the five challenges to be addressed in the *Small Business "Fitness Workout"*, rank them in order of "level of challenge" to your business with 1 being the most challenging and 5 being the least challenging.

- \_\_\_\_\_ Defunct or non-existent business plans
- \_\_\_\_\_ Determination of actual costs
- \_\_\_\_\_ Cash flow management
- \_\_\_\_\_ Use of standard business document templates
- \_\_\_\_\_ Search engine optimization

Are you currently a member of any relevant business / trade organizations? Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, please specify: \_\_\_\_\_

**Thank you for your interest in the LTWIB-sponsored *Small Business "Fitness Workout"*.  
You will receive an e-mail notification regarding the status of your application.**