



Sample Newsletter Article

The SBA Small Business Online Training Network—
Log on!

Now is the time to log on to SBA’s Small Business Training Network which is expanding its inventory of online courses in 2007 to meet the ever-changing needs of small businesses across the country. “Entrepreneurs will discover that state-of-the art training is available 24/7, from their home, business, or wherever they have internet accessibility, Said Jim O’Connor, director, Small Business Training Network.

The SBTN, www.sba.gov/training, is a virtual campus housing training courses, workshops, publications, information resources, learning tools and direct access to electronic counseling and other forms of technical assistance designed to assist entrepreneurs and other students of enterprise. The dynamic learning center is designed to help small business compete in a constantly changing, global environment.

O’Connor said the SBTN will feature new courses this year with a greater emphasis on helping existing small businesses grow. A number of the new featured courses will be developed by the Small Business Development Center program. SBTN will continue to offer more than 40 courses designed to help new businesses get started. Training is also available on hot topics such as cyber security and E-commerce.

“The most popular course offered is *Entrepreneurship: Starting and Managing Your Own Business*”, said O’Connor. These are just a few of the comments received from students of that course:



“It helped me figure out exactly what type of business I wanted.”



“The course gave me the knowledge to know what to do and what not to do when starting a business.”



“It helped me organize my thoughts and gave me inspiration.”

“The added benefit of training can make all the difference to the success of a small business,” said O’Connor. Why wait? Log on today!