



MISSION

To empower women to invest in themselves via entrepreneurship by providing necessary resources for women to successfully start, own, operate, & grow their businesses.

As a non-profit organization, the WCEC Women's Business Center is able to provide **free & low-cost services** to **women & men** because of the generous grants we receive from corporate and family foundations, and state and federal grant programs.

CLASSES

Variety of topics for those in the start-up phase or established businesses looking to grow.

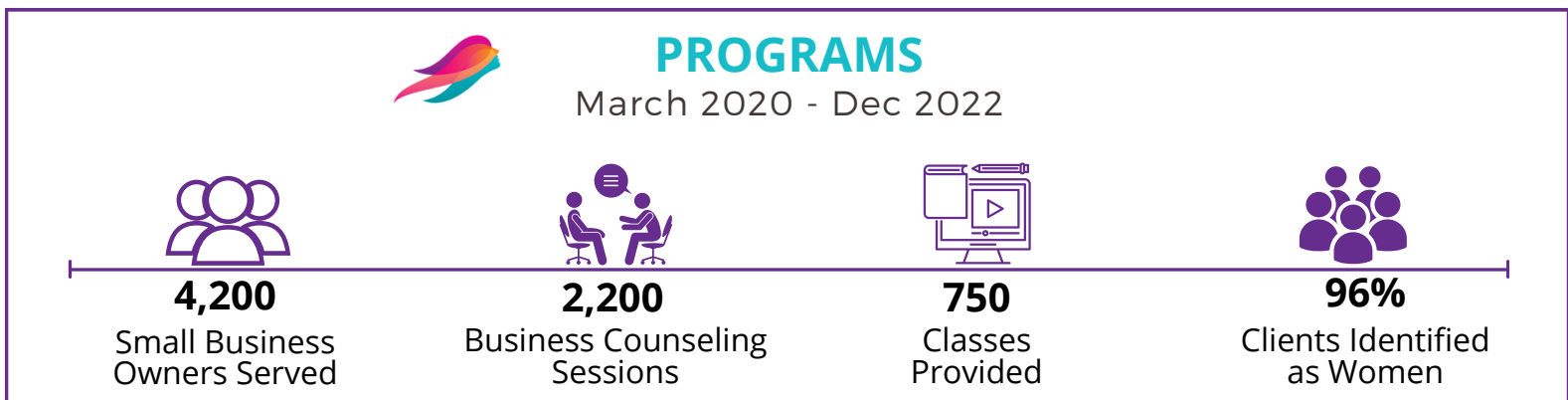
Areas of focus include but are not limited to: funding, finances, COVID recovery, marketing, & eCommerce.

A sample of the over 100 class topics offered are: Starting a Business in New Jersey, Business Plan Development, Bookkeeping in Excel, QuickBooks Online, Basics of Business Credit, How to Open a Business Bank Account, Partnership Marketing, How to Perfect Your Elevator Pitch, Business Brainstorm Sessions, Content Marketing, Building a WordPress Website, How to Accept Payments Online, Franchise Ownership, Stress & Mental Health, Email Marketing, Get Your Business Listed on Google Maps, Fiverr, How to Write a Blog, SEO.

BUSINESS COUNSELING

One-on-one counseling sessions with experienced professionals.

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Funded in part through a Cooperative Agreement with the U.S. Small Business Administration

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