

Available at our Leesburg Campus....
Leesburg - 9501 U. S. Highway 441, Leesburg, FL 34788 (352) 365-3556

MARKETING YOUR SMALL BUSINESS ON A SHOE STRING BUDGET

100 Ways to Market, Promote, and Advertise Your Business

With the help of an experienced professional who has owned and operated 5 businesses in Central Florida over the past 25 years, you will gain knowledge and skills to help you manage the marketing, promotion and advertising of your small business on a shoe string budget.

From initial concept to final sale, with greater confidence, design a marketing, promotion and advertising low cost system that will give you a competitive edge in the marketplace. The discussion will include 100 low cost ways to market your business and an additional 15 to 20 ways to promote and advertise your business.

**Even with a \$100 Budget,
it can work!
Come and find out how.**

CRN: 25070
Date: January 20-February 3, 2010
(Wednesdays)
Time: 6:00-9:00 p.m.
Location: Bldg M, 119
(Executive Conference Room)
Instructor: Greg Jenkins
Fee: \$39.00

RUNNING YOUR SMALL BUSINESS SUCCESSFULLY

Salesmanship, Goal Setting, Networking, Promoting your Business

From salesmanship to goal setting, you will learn how to network and promote a small business. The discussions will be on practical ways to run your small business successfully.

Some of the topics will include how to:

- Brand your Business & Sell Yourself
- Move your Project from the Bottom or Middle of the Stack to the Top
- Follow up with a Customer with Guaranteed Success
- Make your Brochure Material Sell Your Product or Services without Lifting a Finger
- Do Some Online Advertising
- Find Low Cost Printing
- Find Low Cost Qualified Help
- Network Effectively
- How to Role Play and Make Money

CRN: 25071
Date: February 10-24, 2010
(Wednesdays)
Time: 6:00-9:00 p.m.
Location: Bldg M, 119
(Executive Conference Room)
Instructor: Greg Jenkins
Fee: \$39.00