

# SMALL BUSINESS CENTER SPRING SEMESTER 2012

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## Promoting in a Virtual World

Are you prepared to take your business online but don't know where to begin? Author and business owner, L. Diane Wolfe, walks you through the steps, from creating a sticky website to generating publicity. Options for products and services are covered as she outlines promotion basics for those starting a web-based business or setting up a website for their physical business. This lively seminar encourages listeners to actively participate and design their own successful online marketing plan!

#1634 D. Wolfe Feb 2  
103 Van Dusen Hall Th 6-9 pm

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## Goal Setting

Learn and practice a proven goal setting system with Ed Gideon. Success is based on setting goals, having dreams and building a plan to achieve them. To build a successful business, one must begin by setting goals to become a successful person. This is a three part seminar.

#1635 E. Gideon Feb 9, 16, 23  
103 Van Dusen Hall Th 2-4 pm

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## Doing Business With the Government

Learn how to connect with federal and state solicitations and the basics of bidding for contracts. Lynn Grissom with SBTDC will be on hand to explain the procedures.

#1636 L. Grissom Feb 15  
102 Van Dusen Hall W 9-12 noon

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## Customer Service Management

Have your employees learn to offer great service, how to deal with difficult people and work more efficiently.

#1637 M Collins Feb 22  
103 Van Dusen Hall W 1:30-4:30 pm

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## How to Start a Home Based Business

Want to have a business based from home? Come let Mike Collins explain how to set things up for a home based business.

#1638 M Collins Feb 22  
103 Van Dusen Hall W 6-9 pm

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## Seven Essential Skills of a Successful Small Business Owner

Learn about doing the right things and not just doing things right. Mike Collins will show you a simple system that allows you to follow up on projects, people and opportunities so that you can maximize your business potential.

#1639 M. Collins Feb 23  
103 Van Dusen Hall Th 6-9 pm

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## Shoestring Marketing

Do you wonder how you can successfully market your business without spending a fortune? Tom Zaleski will talk with you about your business and some of the marketing tips that won't break the bank!

#1640 T. Zaleski Mar 1  
103 Van Dusen Hall Th 6-9 pm

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## The Power of Networking Seminar

In business, it is said that success is determined not by what you know but by whom you know. Additionally, the level of your success is determined largely by the quality of your relationships with others. The Power of Networking will teach you how to create long term relationships that will open doors to new opportunities and lead to a satisfying lifestyle. This program will include significant networking procedures, and interaction among the attendees.

#1641 T. Zaleski Mar 8  
103 Van Dusen Hall Th 6-9 pm

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## The Power of Email Marketing

Businesses use email marketing every day to keep in touch with their customers. Tom Zaleski will show you what it is all about and how to make it work in your business. Tools for building a mailing list, how often to communicate, and getting your email opened will be covered.

#1642 T. Zaleski March 15  
103 Van Dusen Hall Th 6-9 pm