

# Small Business Center at Forsyth Tech

“Increasing Business Success”



If you are an entrepreneurial thinker and would like more information about starting or expanding a business, contact the Forsyth Tech Small Business Center for free information, including small business seminars and one-on-one counseling.

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## Business Clinics

In my March article, I introduced several opportunities for small business owners to continue developing marketing skills. Please make plans to join us for ongoing opportunities to increase the success of your small business. These opportunities include:

- Business Roundtables
- Business Counseling
- Networking and Referrals
- Business Clinics

In response to our clients' needs, we now offer eight business clinics on a regular basis. They have quickly proven to be very beneficial to the business owners that have participated in them. Their descriptions are as follows:

**Ask the Sales Coach** - No question is too big or too small...“What’s the quickest, fastest, easiest way to grow my business?” “How much should I charge for my product” “How do I find customers?” These are typical questions small business owners have. Now you can get your answers in an easy open-forum setting.

**Business Info to Go** - Use free resources from the Forsyth County Public Library to identify Sales Prospects, find sources of supply, target your market, research competition, and improve sales.

**Law Clinic** - The Wake Forest School of Law Community Law Clinic is a clinical education program launched in 2009 at Wake Forest University School of Law. CLC students host office hours at the Small Business Center so that you can schedule a confidential appointment.

**LinkedIn Clinic** - Participants will learn how to maximize the effectiveness of LinkedIn. They will enhance their profiles, learn about groups, leverage recommendations, and much more. The purpose of LinkedIn (social media for business people), is to build relationships that can lead to partnerships and sales.

**Meet Your Financial Partner** - Do you have questions that you want to ask about lending or banking? Do you want to get ready for your official visit to the bank or credit union? Do you understand how they can help you to start or grow your business? If you answered “Yes” to any of these questions, you should take advantage of this opportunity to meet those who are committed to your financial success. You will have the opportunity to speak with them confidentially about your financial needs.

**Pitch Clinic** - Our ability to communicate the value of our businesses is essential. During this one-on-one session, you will explore, share, and refine your business concepts and unique value propositions. As a special gift, we will arrange for you to have a professional headshot taken during your visit.

**Presentation Clinic** - The purpose of this session is for business owners to practice speaking to an audience and obtain feedback prior to their actual presentations. This is an opportunity to refine your message and gain a comfort level before money is at stake. Our ability to communicate the value of our businesses is essential. As a special gift, we will arrange for you to have a professional headshot taken during your visit.

**Tech Time with Tim** - Do you have questions about how to use your computer, phone, or tablet? How about servers and the cloud as well? Visit our technology clinic to have your questions answered. You may also gain some tips which will result in the growth of your small business.

The objective of the Small Business Center is to help small businesses succeed by providing high quality, readily accessible assistance to prospective and existing business owners. Our motto is “Increasing Business Success” which describes our commitment to our clients. The Small Business Center is designed to address the needs of current and prospective small business owners in Forsyth and Stokes counties.

You are invited to visit our website to learn more about the Small Business Center. Our motto is “Increasing Business Success” which describes our commitment to our clients. The NC Community College’s Small Business Center Network assists in starting an average of more than 600 businesses each year. Small Business Centers have an economic impact in 90% of all NC Counties each year, helping to create and retain over 3,000 jobs annually.

Visit us at [www.forsythtech.edu](http://www.forsythtech.edu) and type “sbc” or you can visit us in person at 525@Vine in Innovation Quarter. Feel free to contact us at [SBC@forsythtech.edu](mailto:SBC@forsythtech.edu) or by calling 336-757-3810.