

Small Business Center at Forsyth Tech

“Increasing Business Success”

Small Business Center

In my previous article, I discussed a few Marketing Strategy Tips. Marketing is all about connecting with our current and potential customers. Everyone knows that marketing is important, however, we need to be more strategic in our approach. The Small Business Center recently conducted a small business roundtable to explore marketing. On a regular basis, we partner with HUSTLE Winston Salem to present marketing tools, methods, and practices for your consideration.

This month, I want to introduce (or reintroduce) the Small Business Center. The objective of the Small Business Center Network is to help small businesses succeed by providing high quality, readily accessible assistance to prospective and existing business owners. Increasing business success is our purpose. We provide educational events, business counseling/mentoring, and much more. We invite you to learn more about how we can help your business to grow. Here are a few things that we want you to know about us:

1. **Business Education** - We are pleased to provide a variety of educational opportunities. We strongly believe that all current and prospective small business owners should commit to on-going opportunities to enhance their skills.
2. **Business Mentors** - We offer face-to-face business counseling/mentoring. Whether you need assistance with starting a business, business planning, growth, problem solving or cash flow management, we are ready to personally meet with you to discuss your business goals.
3. **Networking** - We offer opportunities for our clients to meet other business owners and organizations that support small businesses. As a matter of fact, you will have the opportunity to grab business cards from more than 140 clients who display their cards at our resource center.
4. **20-25 Business Startups** - We are pleased to support the creation of 20-25 new businesses each year in Forsyth and Stokes counties. When you visit our website, you will learn about the large variety of these businesses.
5. **Statewide Network** - We are pleased to be a member of a statewide network of Small Business Centers. We serve all 100 counties in North Carolina and we are committed to the start and growth of small businesses. Our network strengthens our ability to meet the needs of our clients and communities.
6. **Since 1984** - The Small Business Center Network is our state's largest state-supported small business assistance initiative. It started in 1984 with the funding by the North Carolina General Assembly. At least one Small Business Center was established

at each of the 58 community colleges. Centers are conveniently located within a 30-minute drive of every North Carolinian.

You can learn about many opportunities to enhance your business by visiting our website or participating in our educational events. We want to help you to achieve your dream of starting a new business or realizing more success if you already own a business. Our team has the experience and expertise to help you to overcome most challenges that come your way. You may learn about our services and clients at www.forsythtech.edu. Feel free to stop by our office at 525@Vine in Wake Forest Innovation Quarter just east of the heart of downtown Winston- Salem. You may also contact us at SBC@forsythtech.edu or by calling (336) 757-3810.

The objective of the Small Business Center at Forsyth Tech is to help small businesses succeed by providing high quality, readily accessible assistance to prospective and existing business owners in Forsyth and Stokes counties. Our motto is "Increasing Business Success," which describes our commitment to clients. The N.C. Community College's Small Business Center Network assists in starting an average of more than 700 businesses each year and the centers have an economic impact in 90 percent of all N.C. counties each year, helping to create and retain over 3,800 jobs annually.

Article appeared in Black Business Ink.

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 information, including small business educational events and one-on-one mentoring.

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