

# 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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## Marketing Essentials


In my February article, I introduced our partnership with the Enterprise Center. Each month we provide small business roundtables. We have discussed customer engagement, marketing, business pitches, and much more. We must be committed to ongoing learning and improvement in order to meet the needs of our customers.

The Small Business Center offers seminars that have proven over the years to be needed and effective. We are excited that “Marketing” was the theme for February. In December our theme was “Strong Foundation” and in January our theme was “Sales” and several of our offerings related to our themes. As mentioned, our February theme was “Marketing” largely because the Small Business Center is committed to helping you engage in marketing that will increase your business success. During our interactive sessions, small groups of current and potential business owners discussed the importance of marketing strategy, marketing plans, pitches, presentations, and all the ways that we market our businesses in order to increase sales. Most people consider marketing to be promotion and advertising. There is MUCH more to marketing!!!

If you need to continue developing your marketing skills, make plans to join us for additional opportunities to increase the success of your small business. Ongoing opportunities include:

- Small Business Roundtables
- Business Pitch Clinics (one-on-one)
- Business Presentation Clinics (small group)
- Developing A Small Business Marketing Plan
- Website Building
- LinkedIn for Small Business

Please visit our website to learn more about these and all of our upcoming seminars, roundtables, and clinics. While visiting our site, you are invited to learn about our presenters as well as our staff and business counselors. In addition to face-to-face seminars, you are invited to participate in our online training program at no cost to you. You can join our weekly email distribution list to be notified of upcoming opportunities.



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.