

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 Success

In my December article, I introduced our Spring semester seminars which have been very popular so far. Upcoming seminars include WordPress for Small Business, Business Lessons for Entrepreneurs, 10 Biggest Mistakes that Entrepreneurs Make and How to Avoid Them, and [Website Building 101 for Small Business](#). 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 to announce “Marketing” as 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. In February, our theme is “Marketing” and we want to help you engage in marketing that will increase your business success. During our interactive sessions, small groups of current and potential business owners will discuss 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!!!

Make plans to join us for the following opportunities to enhance your marketing skills:

- [Small Business Roundtable - Customer Engagement](#) -
Thursday, February 05 at 12:00 PM to 1:00 PM
- [Business Pitch Clinic \(one-on-one\)](#) -
Friday, February 06, 2015 10:00 AM to 11:00 AM
- [Business Presentation Clinic \(small group\)](#) -
Friday, February 06, 2015 1:30 PM to 2:30 PM
- [Effective Communications for Small Business Owners](#) -
Monday, February 09, 2015 2:00 PM to 4:00 PM
- [Developing A Small Business Marketing Plan](#) -
Tuesday, February 10, 2015 1:00 PM to 4:00 PM
- [Writing A Marketing Plan Part I](#) -
Thursday, February 12, 2015 6:00 PM to 8:00 PM
- [Business Presentation Clinic \(small group\)](#) -
Friday, February 13, 2015 1:30 PM to 2:30 PM
- [Business Pitch Clinic \(one-on-one\)](#) -
Friday, February 13, 2015 10:00 PM to 11:00 PM
- [Website Building 101 for Small Businesses](#) -
Monday, February 16, 2015 6:00 PM to 8:00 PM
- [LinkedIn 201 for Small Business](#) -
Tuesday, February 17, 2015 6:00 PM to 9:00 PM
- [Writing a Marketing Plan Part II](#) -
Thursday, February 19, 2015 6:00 PM to 8:00 PM

- [Business Pitch Clinic \(one-on-one\)](#) -
Friday, February 20, 2015 10:00 AM to 11:00 AM
- [Business Presentation Clinic \(small group\)](#) -
Friday, February 20, 2015 1:30 PM to 2:30 PM
- [Small Business Roundtable: Success Series](#) -
Thursday, February 26, 2015 10:00 AM to 11:00 AM
- [Image, Attitude, and Professionalism](#) -
Thursday, February 26, 2015 2:00 PM to 4:30 PM
- [Business Pitch Clinic \(one-on-one\)](#) -
Friday, February 27, 2015 10:00 AM to 11:00 AM
- [Business Presentation Clinic \(small group\)](#) -
Friday, February 27, 2015 1:30 PM to 2:30 PM

Please visit our website to learn more about these and all of our upcoming seminars. While visiting our site, you are invited to learn about our presenters as well as our staff and business counselors. In addition to these face-to-face seminars, you are invited to participate in our online training program at no cost to you.

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.

Visit us in person at 525@Vine in Innovation Quarter or at <http://www.forsythtech.edu/services-businesses/small-business-center/>. Feel free to contact us at SBC@forsythtech.edu or by calling 336-757-3810.