

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 events and one-on-one mentoring.

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Marketing Outside The Box

In my previous article, I discussed the Launch Challenge. On May 4, 2017, six colleges/universities announced their financial commitment to starting businesses in our city. Each institution will provide financial capital to selected persons committed to starting their businesses. Forsyth Tech is pleased to introduce the Launch Challenge which is the business accelerator of the Small Business Center.


This month, I want to discuss our weekly series called Marketing Outside The Box. We partner with HUSTLE Winston Salem to provide this series to current and prospective small business owners. In this series, we explore innovative and radical ideas for marketing small businesses. We introduce our clients to new cutting-edge (but proven) marketing strategies and/or technology to help them attract, retain, and increase revenue from their customers.

We started this program in June 2018 and held 25 sessions through December. Our average weekly attendance is 15 people. Many of these people have connected with the Small Business Center for the first time because they were looking for new marketing ideas. A few veterans Small Business Center have reported that these sessions are their favorite of all that we have to offer. Our topics have included the following:

- EventBrite on Steroids
- Networking in a New Age
- Storytelling for Business
- Contests & Giveaways
- Mobile Apps
- The Writing Series
- Lean Marketing Series
- Brand Identity and Development
- Sales Funnel
- Facebook Ads
- Email Marketing Series
- End of year marketing planning tips to start the new year

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 by Allan Younger

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