

# 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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## Our YouTube Channel and Other Resources

In my previous article, I discussed some social media suggestions. There are several social media platforms that help us to be successful. You are likely to find the Small Business Center on LinkedIn, Facebook, Twitter, and Instagram. All business owners must have a social media strategy to make business success more likely.

This month, I am pleased to discuss several resources of the Small Business Center. Did you know that the Small Business Center started a YouTube channel? We did so because there is so much good news to share. We include a video in most of our weekly newsletters and store them in our YouTube channel. In these videos, we often promote upcoming or ongoing educational events at the Small Business Center. We also share brief conversations with our clients who have started their businesses. You are also likely to see videos that encourage your participation in community events such as Venture Cafe and the Triad Minority Business Expo.

We use YouTube as one of the many ways that we share resources with current and prospective business owners. We provide numerous other resources on our website. We also maintain a resource center used more than 100 instances each month. In it you will find books, magazines, and other written materials that focus on small business development. You will also find business cards and brochures from dozens of businesses who wish to connect with you. Another way that we are a resource is by connecting you with the right people to increase your business success. Often those persons are our business mentors or other clients. Many times they are other organizations with whom we partner. Either way, we invite you to take full advantage of the resources available through the Small Business Center. We look forward to helping you discover the resources that you need to increase your success.

You may learn about our services at [www.forsythtech.edu](http://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](mailto: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 800 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 2,800 jobs annually.