



MARKETING YOUR SMALL BUSINESS

PRESENTED BY

PAUL NOLTA

BUSINESS CONSULTANT

Inland Empire Small Business Development Center



Are you looking to increase your bottom line? Attend this workshop and learn how an effective marketing plan can help you to increase your sales and profitability while efficiently managing your marketing dollar. The “Marketing Your Small Business” workshop will be presented by an SBDC Business Consultant and will cover topics such as Marketing Research Basics, Defining Your Customer, Developing and Advertising Plan, Targeting Your Market, Analyzing Your Competition and Determining Market Mix.

The Inland Empire Small Business Development Center (SBDC) is the region’s premier provider of business consulting and training services for the existing and aspiring business owner. The SBDC delivers quality consulting, instructive and relevant training and complete resources to over 5,000 business prospects every year. The SBDC mission is to help you build a better business.

Tuesday, December 13, 2011

6:00 — 9:00 p.m.

San Jacinto Community Center

625 S. Pico Avenue, San Jacinto, CA



CALIFORNIA
SBDC
Inland Empire

The program is free, but registration is required. Register with Jan Catron at jcatron@sanjacintoca.us or call (951) 537-6354.

Free Workshop