

The Small Business Development Center (SBDC) of the Eastern Panhandle and Main Street Martinsburg present

Marketing Your Business to Increase Your Profit

The Small Business Development Center (SBDC) of the Eastern Panhandle provides the business guidance and support that is crucial to increasing your odds of long-term success. The SBDC provides free consulting, training and business development specialists that are available to assist you.



Small Business Development Center
We Build Better Businesses!



Main Street Martinsburg

The Small Business Development Center (SBDC) is a division of the West Virginia Development Office and works with colleges, universities and host institutions to provide free business consulting and technical assistance at 14 statewide locations. SBDC's are a program sponsored by the U.S. Small Business Administration (SBA) and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Workshops, seminars and conferences are held in disabled accessible locations. Arrangements for people with disabilities will be made if requested in advance. Contact Christina Lundberg at 304-596-6642 at least two weeks in advance if accommodations need to be made.

Profits come from fulfilling customer's needs, creating a positive image in the minds of your customers, and communicating effectively with them. This interactive SBDC workshop, lead by Christina Lundberg, will walk you through a four step model to up-date your marketing plan.

You will also:

- Learn successful advertising techniques used by other businesses;
- Explore a variety of marketing tools; and
- Identify external factors than can impact your business.

Tuesday, March 23, 2010

9:00 to 11:00am

**142 North Queen Street, Martinsburg
Newberry Executive Center**

Registration Fee: \$15

**Pre-Register by: March 18, 2010
required to ensure materials for all
participants.**

Questions: Call Christina Lundberg, 304-596-6642

Workshop Registration Form March 23, 2010 Marketing Your Business to Increase Your Profit

Name of Business (if applicable) _____

Name _____

Address _____

City _____ State _____ Zip _____

Telephone Number _____

Make check payable to SBDC, \$15 and mail with this form to: SBDC, 142 N. Queen Street, Martinsburg WV 25401.