



Join us for the

Small Business Marketing Series

This five part series will help you in business delivery,
customer service, local media advertising and public relations.

Course Information

- #1 Your Elevator Speech**— you will learn how to tell others what your business is and what you promise.
- #2 Think Before You Spend** — you will learn how to better use the marketing tools of promotion, publicity, advertising and customer relations (2 nights).
- #3 Providing Superior Customer Service**— delivering a positive experience while in your business is important to customer retention and growth and you will learn how.
- #4 Local Media Opportunities**— size up your local media, decide what works for you and learn ways to increase your budget.
- #5 Local PR Basics**— learn how to position your business in the consumer's mind as a resource to drive traffic to your business.

Course Information

- 1/7 Your Elevator Speech
1/21 & 2/4 Marketing Basics
2/11 Customer Service
2/18 Local Media Opportunities
2/25 Local PR Basics

All classes begin at 6pm

**Location: MU Cape County Extension Center,
Jackson, MO**

Class Registration

Early Registration - \$150 for 5 classes
**Late Registration - \$200 for 5 classes after
December 31st**

Call for group discounts, returning student discounts or single class pricing.
Fee includes handouts, resources and guides to help you start your business.

To register, please call 573-243-3581

Equal Opportunity / ADA Institution



SBDC's area a program supported by the U.S. Small Business Administration & extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties. Reasonable accommodations for persons with disabilities will be made if requested at least 2 weeks in advance. Contact Richard Proffer at 573-243-3581.