



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

www.asbdc.org

7 Steps to Small Business Marketing Success

Presented by

*SCORE, Jacksonville State University's Small Business Development Center, and
Calhoun County Chamber of Commerce*

**Tuesday, May 12, 2015
10:00AM- 11:30AM**

**Northeast Alabama Entrepreneurial System
(The Entrepreneurial Center)
1400 Commerce Blvd.
Anniston, AL 36207**

There is no cost to attend this workshop.

8:00 – 8:10	Welcome	Amy Anderson, Account Executive JSU Small Business Development Center
8:10 – 9:30	Marketing to Small Business	David Smith, Owner ValensPoint
9:30	Adjourn	

The SBDC at Jacksonville State University is a member of the Alabama SBDC Network. Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Anna Fang, JSU SBDC 700 Pelham Road North, Jacksonville, AL 36265 256.782.5271



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What do you do to grow your business when you are too busy in your day-to-day activities to sell or you HATE cold calling? Did you know that the number 1 reason businesses fail is the lack of a sound strategic marketing plan to generate QUALIFIED LEADS? David Smith will share with you the 7 basic steps for marketing success. These proven techniques are tailored for the small business owner to build a strategy that is both affordable and effective in attracting new customers.