



NEWS RELEASE – City of Cottonwood, AZ

For Immediate Release

Date: May 28, 2013

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BAC Business Representative

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Business Assistance Center (BAC) June Training Opportunities

Professional Presentations to Promote your Business – Learn authentic ways to increase your presentation style and your profile!

Learn to:

- Prepare a 30 second “elevator” speech
- Highlight your product or service
- Line up appropriate speaking engagements
- Use insider secrets for impressive presentations
- Practice your impromptu “pitch” for your business

When: Tuesday, June 4th

Time: 4:30-6:30pm

Where: BAC

Reservations are required!

Using Social Media to Market your Business – Learn the basics of using social media to drive traffic to your website or store, promote your products and services, engage your customers, and ultimately convert prospects into buyers.

Topics include:

- Who uses social media
- Which social media tools are the right ones for your business
- Where do your customers hang out online
- How to use social media properly
- When is the best time to find your customers online

When: Friday, June 14th

Time: 11:30-1:30pm

Where: Cottonwood Rec. Center

Reservations are required!

How to Start a Business - Explains the fundamentals of running a small business and the steps required to be successful. This workshop will help you avoid costly mistakes. Learn the fundamentals of running a small business, including necessary insurance, record keeping for taxes, and customer service.

Additional topics include:

- Why develop a Business Plan
- How to provide customer service
- How to use Cash Flow
- Employees vs. Contractors

When: Monday, June 24th

Time: 11:30-1:30pm

Where: BAC

Reservations are required!

Preparing a 10 Step Business Plan - Prepares the small business owner for running a business. Knowing what these 10 steps are, will reduce the failure of small businesses.

The workshop explains:

- How to Research
- Make Projections
- Secure Capital
- Work with Competition
- Record Keeping for Taxes
- What it Takes to be Profitable
- And more!

When: Wednesday, June 26th

Time: 11:30-1:30pm

Where: BAC

Reservations are required!

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