

“Taking the Mystery out of Marketing”

A FREE SCORE SMALL BUSINESS SEMINAR

Conducted by Dick Hall

Dick Hall has experience in a broad range of business environments. He was a director at a major telecommunications company, a senior business consultant with a large technology consulting firm, and owner of a consulting firm working with small business startups. He is the author of two business planning books and developed and taught courses based upon those books. He is a long time SCORE counselor.

Learn how *marketing for a small business* is different from marketing for deep-pocket large businesses and how to customize it for your business model. This is not a seminar in personal selling skills and techniques. It is designed to help you understand what marketing is for a small business, what a business model is, how your specific business model defines your marketing approach, what marketing can and cannot do for you, and possibly how to do it better. You will learn:

- Our definition of marketing for a small business
- What a business model is
- How to define your business model using worksheet handouts
- How to customize your marketing based upon your specific business model
- What marketing can and cannot do for your business

You will have an opportunity to ask questions about your particular business and benefit from the instructors experience as well as that of the other participants. At a later date you may want to take advantage of the broad range of business experience of our other SCORE counselors by contacting www.score439.org.

The handouts include the worksheets and a copy of the presentation so that the participants can complete their marketing analysis at a later time.

WHEN ... Often from 9:30AM to 12:30PM on Saturdays, although abbreviated versions are also offered at night at some of our local libraries.

WHERE ... This program is being presented in both Pasco County and Hernando County. Specific times and locations may be found by calling the SCORE office at 1-727-842-4638, or by logging on to www.score439.org/Seminars.

Excellent handouts are provided to all participants; thanks to our sponsoring banks and libraries, there is no longer any fee for this course. Pre-registration is desired by signing up on our website (www.score439.org). This program is available to the general public. Please dress comfortably.