

Attention: Small Business Owners



FREE Business Class Series for Small Business Owners

The Five Essential Skills You Need to Find Clients

Business skills trainer, Dhyan Atkinson identifies five essential business skills all small business owners need to master in order to be successful.

Date: September 2, 2009

Time : 6pm-7:30pm

Place: College Hill Library, 3705 West 112th Avenue
Westminster, CO 80031, Room CH (211)

Call to Register: 303-404-5104

Many small business owners make the mistake of starting with sales and marketing before they have done the groundwork to identify their marketing message and the compelling reason their target clients have for buying their products and services. They lose a lot of potential business by starting with their own ideas about why people will buy.

This class comes with a free Business Skills Assessment, along with an overview of the Five Essential Skills. This class is especially good for people thinking of starting a business but also for those who already have a business but are having trouble finding clients.

Dhyan Atkinson is a business skills trainer and business consultant/coach for small business owners. She works with clients across the United States and Canada, but is located in Boulder.

phone: 303.415.0243

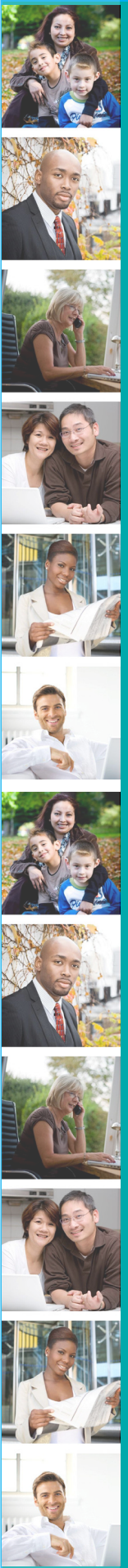
email: Dhyan@SatisfactionByDesign.com

website: www.TheFiveEssentialSkills.com



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Attention: Small Business Owners



FREE Business Class Series for Small Business Owners

Sales Skills for Small Business Owners

Learn how to guide your sales conversations so that people are more likely to buy at the end. Disarm their view of you as a “sales person” by avoiding fancy sales techniques. Learn two key skills that will help your potential clients “sell themselves” on your services. Class comes with a free mini-book to help you remember the sales skills you learn.

Date: September 30, 2009

Time : 6pm-7:30pm

Place: College Hill Library, 3705 West 112th Avenue
Westminster, CO 80031, Room CH (211)

Call to Register: 303-404-5104

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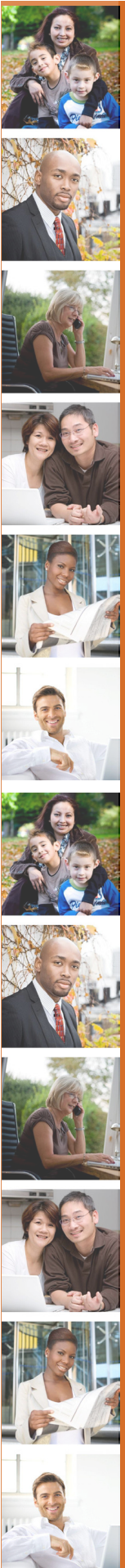
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Attention: Small Business Owners



FREE Business Class Series for Small Business Owners

How to Use Simple Video to Enhance Your Business

We will talk about how to use short video clips effectively on your website, as well as how to use video in your marketing/advertising.... including YouTube! It is not as hard as you might think and, as you know, a moving picture is worth a thousand words as an attention getter!

Date: December 9, 2009

Time : 6pm-7:30pm

Place: College Hill Library, 3705 West 112th Avenue
Westminster, CO 80031, Room CH (211)

Call to Register: 303-404-5104

Cori Chavez is a videographer specializing in short video options for small business owners. She is located in Boulder and works with clients in the greater Boulder/Denver area.

phone: 303.931.6364

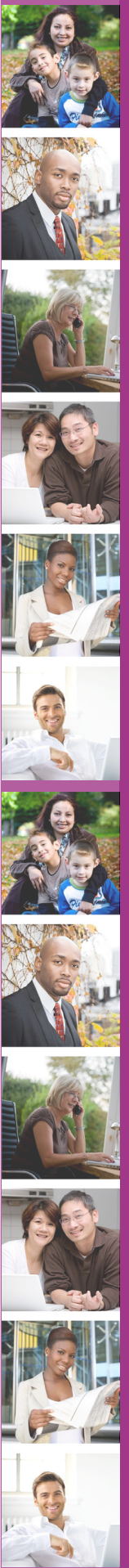
email: Cori@StudioGoodStuff.com

website: www.StudioGoodStuff.com



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FREE Business Class Series for Small Business Owners

Technical Websites for Small Business Owners

Need your website to do something more than a basic template found on the Internet will provide? Whether you need a shopping cart or some special function on your website; come find out about custom solutions to website needs.

Date: September 16, 2009

Time : 6pm-7:30pm

Place: College Hill Library, 3705 West 112th Avenue
Westminster, CO 80031, Room CH (211)

Call to Register: 303-404-5104

Ken Murray is the owner of Vision Web Design a website company located in Boulder. His company builds websites from the ground up providing custom solutions to key website functions!

phone: 720.201.6051

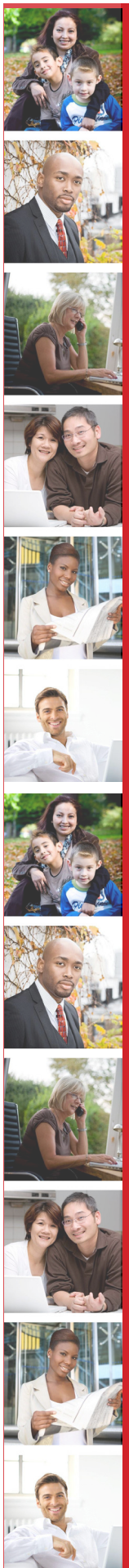
email: Ken@VisionWebDesign.net

website: www.VisionWebDev.com



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FREE Business Class Series for Small Business Owners

Wordpress Websites

At first glance, **Wordpress.org** appears to be a blogging platform, but it also offers a quick, easy, and inexpensive way to get your complete website up and running.

Wouldn't it be great to maintain the site yourself – without knowing HTML? **Wordpress** lets you add text, images, video and audio, all on your own (no technical experience needed). And no more waiting for a web designer to make changes for you.

With the right hosting package, you can launch a professional site in no time. Find out more about using **Wordpress.org**, including lots of marketing advantages.

Date: October 28, 2009

Time : 6pm-7:30pm

Place: College Hill Library, 3705 West 112th Avenue
Westminster, CO 80031, Room CH (211)

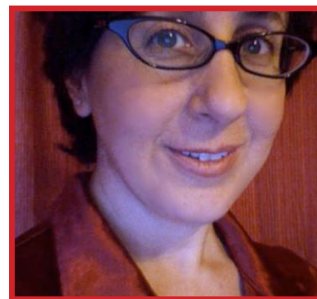
Call to Register: 303-404-5104

*Bethany Siegler, of
UniqueThink, a company
specializing in building your
online presence, home-based
in Boulder.*

phone: 720.771.3271

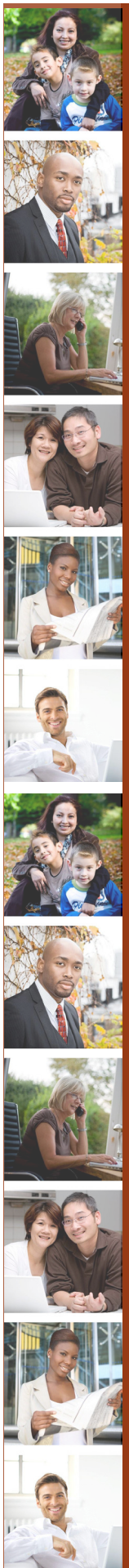
email: Bethany@UniqueThink.com

website: www.UniqueThink.com



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Attention: Small Business Owners



FREE Business Class Series for Small Business Owners

Blogging For Your Business

Everyone tells you “You must have a blog for your business!” Do you? And if you start blogging how can you make sure it actually reaches your target clients and doesn’t take all your time and energy? Come to this class to find out!

Date: October 14, 2009

Time : 6pm-7:30pm

Place: College Hill Library, 3705 West 112th Avenue
Westminster, CO 80031, Room CH (211)

Call to Register: 303-404-5104

*Beth Hayden has her own company called **Blogging With Beth** and works with small business owners to find effective and simple blogging solutions for their company.*

phone: 303.888.4999

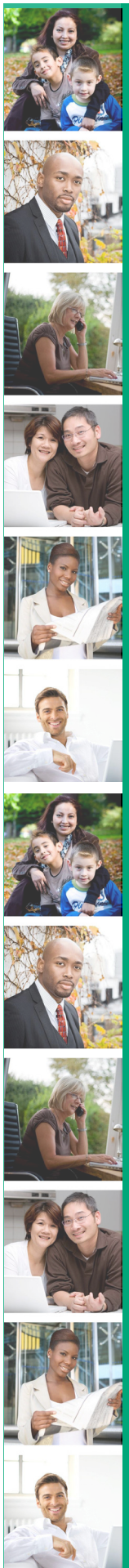
email: Beth@BloggingWithBeth.com

website: www.BloggingWithBeth.com



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Attention: Small Business Owners



FREE Business Class Series for Small Business Owners

Email Marketing

Stay in touch with your clients, through timely email marketing. Learn about tools that make it easier than ever to create effective, inexpensive, professional-looking email campaigns.

We'll look at sample newsletters and email blasts, preview easy to use **Constant Contact** email marketing tools and discuss how to grow your customer contact list.

You don't have to spend a lot of time or money to get professional, attractive, email campaigns that will thrill your customers. Come to this class and learn how easy e-mail marketing can be.

Date: November 11, 2009

Time : 6pm-7:30pm

Place: College Hill Library, 3705 West 112th Avenue
Westminster, CO 80031, Room CH (211)

Call to Register: 303-404-5104

Cindy Kalman, of Kalmarx Design, is a graphic designer working with small business owners throughout the country. She can help attract attention to your unique business by creating the right graphics for all your online, email, and print projects.

phone: 30.499.3941

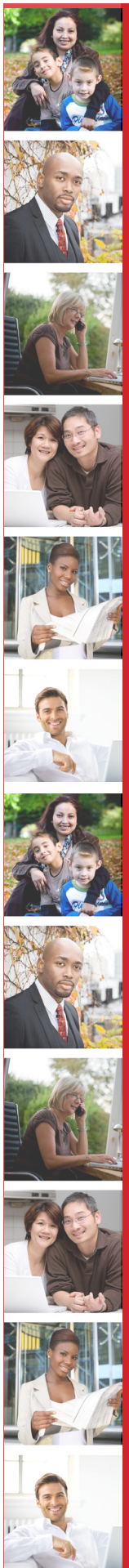
email: Cindy@Kalmarx.com

website: www.Kalmarx.com



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The Five Essential Skills You Need to Find Clients

Business skills trainer, Dhyan Atkinson, identifies five essential business skills all small business owners need to master in order to be successful.

Room CH (211) Time: 6pm-7:30pm September 2, 2009

Technical Websites for Small Business Owners

Website developer, Ken Murray, discusses custom solutions to website needs.

Room CH (211) Time: 6pm-7:30pm September 16, 2009

Sales Skills for Small Business Owners

Business skills trainer, Dhyan Atkinson, discusses two key skills to help sell your services.

Room CH (211) Time: 6pm-7:30pm September 30, 2009

Blogging for Your Business

Business owner, Beth Hayden, discusses blogging and how it can enhance your business.

Room CH (211) Time: 6pm-7:30pm October 14, 2009

Wordpress Websites

Website designer, Bethany Siegler, discusses how to use Wordpress as a way to create an inexpensive business website.

Room CH (211) Time: 6pm-7:30pm October 28, 2009

Email Marketing

Graphic designer, Cindy Kalman, discusses how to make email marketing work for your business.

Room CH (211) Time: 6pm-7:30pm November 11, 2009

How to Use Simple Video to Enhance Your Business

Videographer, Cori Chavez talks about using video on your website for marketing and advertising.

Room CH (211) Time: 6pm-7:30pm December 9, 2009

Place: College Hill Library, 3705 West 112th Avenue
Westminster, CO 80031

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