

How to Market Your Business On a Shoestring Budget

Workshop Series for Local Area Small Business

TOPICS & DATES FOR SECOND HALF OF 2006-06-28

*Low Cost Ways to Market Your Tourist Oriented Business & All About Baby Boomers

Trainer – Viktoria Carabi **6pm-Monday, July 24**

*How to Net New Customers-Web Marketing Secrets for Beginners

Trainer – Dudley Mercer **6pm-Monday, July 31**

*Conquer Your Cash Flow & Away You Grow!

Trainer – John Ruane **6pm-Monday, August 14**

*Tame the Budgeting Beast & Grow to the Next Level

Trainer – John Ruane **6pm-Monday, August 21**

Up, Up & Away with Successful Treechange Strategies

Trainer – John Ruane **6pm-Monday, August 28**

Where: The Sebel Resort & Spa, 61 Richmond Road, Windsor

Cost: \$30 per person for WBG Members \$40 for non-members

Includes Supper and Comprehensive Technique Workbook

Bookings: 10 persons per session. Book early to ensure your place.

Phone: Dudley on 4577 9504 for fax on 4577 9507 or email

info@windsor-nsw.com.au to book. Paid in advance places only will be held.

Pay by cash, cheque or direct deposit.

Learn how to plot an affordable promotions course for your new or established business from someone who has captured \$50,000 of free publicity! Learn how to market effectively on the internet for business success, look big on the net when you are small, how to get biggest bang on the net for you money. Learn what eats your cash flow, how to reduce cash leakage and increase flow, how to prepare a cash flow report and find solutions to your own cash flow problems. Learn why it is important to budget and how to create a budget as a baseline, target, challenge, breakeven or as a decision making tool. Learn about strategies for planning and implementing your sea-treechange; alternative income ideas making money from servicing baby boomer's needs. These 3-hour workshops consist of theory and case studies and time to create YOUR business's dynamic MASTERPLAN and a To Do Action List!



The Hawkesbury

Who should attend:

Owner/ Operators

Promotions/Marketing Staff

Home Based Business Owners

Who Will Benefit:

Small to Medium Sized Businesses

Retail & Tourist-Oriented Businesses

Service & Hospitality Businesses

Presented by:
Windsor Business Group
in Partnership with
Hawkesbury City Council



Historic Windsor



Aquaculture Town
1810