

SCORE[®]

Counselors to America's Small Business

ACTION WORKSHOPS for NEW and EXISTING BUSINESSES
October 29 & November 5, 2009, 08:30am-12:00pm

Best Western Thousand Oaks Inn
(75 W. Thousand Oaks Blvd, Thousand Oaks, CA 91360)

ACTION WORKSHOP – MARKETING (Oct 29, 2009)

This is a “working” workshop for existing businesses (and new start-ups). In this workshop you will set specific objectives and strategies for your business; Establish a pricing policy; learn sales forecasting by month and the strategies to achieve those projections; Budgeting; How to monitor results and make adjustments to the plan; identify customer’s pain points; establish a competitive-edge. PLUS, the art of networking and referral building. Develop a Marketing Action Plan; Work with a counselor on your pricing, product selection, sales forecast, advertising and promotions, monthly promotional pacing plan.

ACTION WORKSHOP – WEBSITE (Nov 5, 2009)

In this “working” workshop for those who have website up and running you will learn and plan research techniques that get results; key words that count; how to establish objective and strategies for your website to generate sales “how-to” tactical approach to building website traffic and converting that traffic to sales Forecasting revenue; costs and budgeting. Come away with a solid action plan that will help get the results you want. Develop a Website action plan. Work with a counselor on review of your design, how to optimize your hits and how to convert them into sales, Learn to use Facebook, Twitter, LinkedIn and more to market your website.

Each Action Workshop - Only \$69 (Breakfast and Lunch Included)

U.S. Small Business Administration



SCORE[®] is a resource partner of the U. S. Small Business Administration (SBA).

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805-204-6022

<http://www.scoreventura.org/>

Mailing Address: SCORE Ventura County, P.O. Box 1452, Camarillo, CA 93011-1452

REGISTRATION FORM (2009Fal BWTO) - PLEASE PRINT LEGIBLY

Attendee Name (Last Name, First Name): _____

Business Name (if any): _____

Address: _____ City/State/Zip: _____

E-Mail: _____ Alt. E-Mail: _____

Phone: _____ Alt. Phone: _____

Payment (circle one): Cash / Money Order / Check / American Express / DISCOVER / MasterCard / VISA
If payment by credit or debit card, provide CARD ACCOUNT information LEGIBLY:

Cardholder Name (Last Name, First Name): _____

Address: _____ City/State/Zip: _____

Card#: _____ Exp. Date: _____

Signature (card charge approval): _____

SCORE® is required to collect demographic information on those served. (please circle one response for each):

Gender: Male / Female **Ethnicity:** Hispanic / Non-Hispanic **Currently in Business:** Yes / No
Disabled: Yes / No **Veteran Status:** Veteran / Service Disabled Veteran / Non-Veteran
Military Status: Member of Reserve or National Guard / On Active Duty
Race: Native American or Alaskan Native / Asian American / Black or African American / Native Hawaiian or Other Pacific Islander / White

What prompted you to contact SCORE®? (please circle all that apply)
 SBA / Other SCORE Client / Chamber of Commerce / Lender / Magazine / Educational Institution / SBA Website / Business Owner / Internet / Local Economic Development Official / Television or Radio / Newspapers / Word Of Mouth / Other _____

Currently in Business: Yes / No **Business Name:** _____

Type: _____ **#Years:** _____ **#Employees:** _____

Check	Workshop Title	Date(s) [2009]	Cost \$ Per Attendee	Total \$
<input type="checkbox"/>	AWM: ACTION WORKSHOP – MARKETING (08:30am-12:00pm)	10/29	69.00	
<input type="checkbox"/>	AWW: ACTION WORKSHOP – WEBSITE (08:30am-12:00pm)	11/05	69.00	
<input type="checkbox"/>	SBS: SALES BOOSTER & SURVIVAL SEMINAR (08:30am-03:00pm)	POSTPONED		
		TOTAL		

NOTE: American Express, DISCOVER, MasterCard, and VISA cards only. Mail registration form & payment (except cash) to SCORE Ventura County mailing address above. Checks & money orders should be made payable to "SCORE Ventura County". SCORE® is a resource partner of the U.S. Small Business Administration (SBA). <http://www.scoreventura.org/>

Taken by: _____ Date: _____