

# WINTER 2012

## New Small Business Programs



### QUICK LOOK

**Big Results** on a Small Budget  
**Building Buzz** for your Business  
**Cloud Computing**  
Customer-Focused **Websites**  
**Email Marketing** Panel  
**Entrepreneurship:** Ready, Set, Launch  
**Financing** Your Business  
How to Write a Great **Blog**  
**New Technologies** to Boost Your Business  
New Way of **Networking**  
Turning **Social Media** into Sales  
You can grow **\$100,000 in Sales**

### NON-PROFITS

Raising Money in Tough Times

### PLUS

2012 Business Plan Competition  
**NEW** Piranha Pond—128 Venture  
North Breakfast

The Business of the Arts  
The Business of Local Food  
March is Tech Month

## JANUARY

### HOW TO BUILD BUZZ FOR YOUR BUSINESS

**Tuesday, January 10, 8:30 to 10:30 am**

NOTE: YOU MAY HAVE NEW INFO THAT SUGGESTS A REWRITE OF THE FOLLOWING. Everyone wants good publicity! So how do you break through the clutter, especially when the number of media outlets is shrinking? Learn how to get your company noticed by taking advantage of new media as well as old, knowing what's news (and what's not), how to pitch, whom to pitch, and when to pitch your story for the best chance of success. Learn ways to work with different media so you become a trusted and reliable source in your industry.

**Speaker: David Thomson, President, Thomson Communications** Cosponsored by the MA Small Business Development Center **FREE**

### ENTREPRENEURSHIP: READY, START, LAUNCH

**Thursday, January 12, 8:30 to 10:30 am**

Inspired, "downsized" or just ready to own your own business? Assess your entrepreneurship potential while learning the marketing, financial and operations issues involved in starting a business. **Ellen Kaplan, Founder and President, Possibilities@Work** Sponsored by the MA Small Business Development Center **FREE**

### CHEAPER, BETTER FASTER – BIG RESULTS ON A SMALL BUDGET

**Tuesday, January 24, 8:30 to 10:30 am**

You know you need to accomplish more with less money and in less time. And Don Kaplan will cover a lot in just two hours, from developing and implementing a sound marketing strategy and tactics to understanding the advantages, disadvantages and principal techniques of different marketing media, from testing and improving your results to solving marketing issues creatively. **Speaker: Don Kaplan, President, Kaplan Marketing** Co-sponsored by the MA Small Business Development Center **FREE**

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