

# Marketing for Smarties Challenge

*A Program for Entrepreneurs with Goals*

You're a smart person. Your business survival itself is proof that you do a lot of things right and that you have a good grasp of business services. However, marketing is a problem—or more accurately, the lack of marketing and a sales business process, which are separate functions.

With this workshop, you quickly figure out what you know and what you don't, what you need and what you can skip. *The Marketing for Smarties Challenge* guides you—step by step—through a simple, straightforward development program. Incredibly user friendly, it provides you with all the hands-on tools you'll need.

*Smarties* strips marketing down to the essentials so that small businesses can jump start leads, find business opportunities, and stay on a growth path.

## Sponsors:



*A partnership program with the U.S. Small Business Administration. The Colorado Small Business Development Center network is partially funded by the U.S. Small Business Administration. The support given by the U.S. Small Business Administration through such funding does not constitute an express or implied endorsement of any of the co-sponsors' or participants' opinions, products or services. Any opinions, findings and conclusions, or recommendations expressed in this publication are those of the authors, and do not necessarily reflect the views of the U.S. Small Business Administration, the participating Small Business Development Centers, host institutions, Colorado SBDC.com or InfoAvailable.com.*

**When: 3 Sessions: October 7, 28 & November 18, 2009**

**Where: Pagosa Springs Chamber of Commerce**

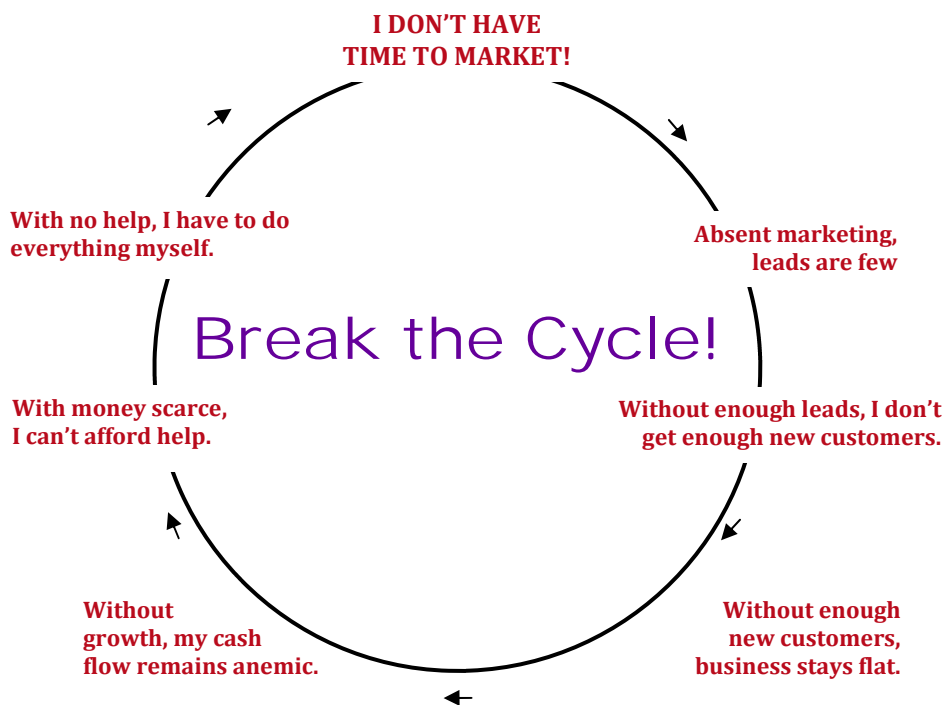
**Time: 6:00 P.M to 9:00 P.M.**

**Fee: \$149**

*(Make checks payable to "Small Business Development Center")*

**Register Now! Space is limited.**

To register for the **Marketing for Smarties Challenge**, contact Lynn Asano at 970-247-7009 or email [asano\\_l@fortlewis.edu](mailto:asano_l@fortlewis.edu)



## Coach:

**Marcy Mitchell**

*MTECH Business Development*

As owner of MTECH Business Development, Marcy Mitchell has helped business owners "cross the digital divide" for the past 15 years. Her company provides web site design, search engine optimization, copywriting, animation, and internet marketing consulting to companies nationwide. She also has served as internet marketing manager for Galles Properties, Vice Chair of the Pagosa Springs Town Tourism Committee and volunteers her marketing knowledge and time to a number of local organizations. She brings her combined marketing experience and passion for helping local business owners thrive in the new economy to the class.