



The Lenoir Community College Small Business Center has scheduled a series of free webinars to help small businesses cope with the changing environment caused by COVID-19. Please take a moment to explore the many options offered in this series to assist you as you explore ways to improve your business. This series offers something for everyone.

You may pre-register for any of our available upcoming workshops as follows:

- a) Go to **Small Business Center** on the Lenoir Community College website www.lenoircc.edu
- b) Click on **Workshops**, then scroll down and click on **Find More Events**
- c) Change the time period in drop-down window to one year, select **Search**, then click **Register** to make your selection(s)
- d) Follow instructions to enter information

If you have any questions, please contact Greg Hannibal at (252) 522-8021, or by email at gjhannibal18@lenoircc.edu.

How to Target the Right Customers

Presenter: Steve Carver

Date: Monday, November 9, 2020

Fee: FREE

Location: Online

Class: 3:00 – 5:00 p.m.

Why is it that some businesses consistently outsell their competitors and stay in operation long after others close their doors? One of the main reasons is effective target marketing. This seminar teaches the basic techniques of doing market research. Learn how to identify your market and bring your product or service to the attention of your target market demographic.

The three steps to finding customers for your business are:

1. Target the “Low Hanging Fruit” – those easiest to reach and ready-for-your-service niche groups.
2. Determine the best marketing strategies for each group.
3. Help them find you! In person, your location, your web site.

These valuable techniques will not only help you identify and locate potential customers, they will help you attract them to your business and to build a solid base of loyal repeat customers.

Leading Board Practices for Non-Profit Organizations

Presenter: Teresa Lewis

Date: Monday, November 16, 2020

Fee: FREE

Location: Online

Class: 5:30 – 7:30 p.m.

Non-profit organizations are required to have a Board of Directors. These individuals play a key role in overseeing the mission, vision, and strategic direction of the overall organization. However, their roles and responsibilities are often misunderstood.

This webinar is specifically designed to provide an overview of the essential skills and practices needed to improve your Board’s overall function and performance.

Building Marketing Tools and Strategies for Your Online Business

Presenter: Martin Brossman and Jeanne Munoz

Location: Online

Date: Wednesday, November 18, 2020

Class: 12:00 Noon – 2:00 p.m.

Fee: FREE

Join in this webinar to learn how to update your marketing plan and make your business more successful. Learn how to identify your best customer and how to attract them. Transform each new customer into a powerful referral source. We will give you the tools that will help you understand the market and the right content to use.

We will provide proven strategies to keep you aligned with your customer and anticipate the next product or service to offer them. This approach includes both on-the-ground and on-the-web strategies.