

Full Spectrum

BUSINESS SERVICES

presents...

STARTING YOUR OWN BUSINESS

DATE: JANUARY 29, 30, 31

TIME: 9 AM - 4:30 PM

PLACE: 529 Wentworth, NANAIMO

FEE: \$125

YOU WILL LEARN...

- ✓ **START-UP PLANNING:** business plans, financing, goals and objectives
- ✓ **LOCAL** rules, regulations and by-laws
- ✓ **DECISIONS, DECISIONS:** pros and cons of business type; whether or not to be home-based; product or service, retail or wholesale... .?
- ✓ **PRICING** strategies
- ✓ **CAVIAR MARKETING** on a macaroni budget
- ✓ **BASIC BOOKKEEPING**, tax tips and cash-flow projections
- ✓ **DOING BUSINESS ONLINE:** the basics

... from a facilitator with over twenty years
small business experience.

CALL TODAY TO REGISTER!

(250)716-1630

"Marilyn's suggestions have been dynamic, timely, practical and sensitive.
We consider her to be of the highest integrity and she deserves our unreserved acclamation."
Susanne Thompson, former owner, ELEGANCE SCHOOL OF BEAUTY

"Marilyn sent out weekly marketing tips to our online networking group— one of them was 'set aside an hour weekly for marketing.' I used that time to set up link exchanges for my website. That fall, a large marketing initiative fell through at the last minute. My company does 75% of its sales in Nov./Dec. and the whole fall marketing campaign revolved around the postponed event. It could have been a disaster. Much to my surprise, the orders picked up in November and we had a good Christmas season. When we analyzed the data, I realized that a lot of sales resulted from the link exchanges and search engine popularity. Our whole year was saved thanks to Marilyn's Marketing Tips."

Christine Nicholls, CREATIVE KIDS AT HOME.COM

Marilyn Guille has owned, alone or with her husband, several small businesses. She is currently the publisher of a monthly Vancouver Island specialty magazine, and she and her husband also own a local tourism-related enterprise. Marilyn has also been doing business online for several years, and is the founder and Moderator of Canadian Entrepreneurial Women, an online business networking community and discussion list.