

# Helping Businesses Start, Grow and Prosper!



## Marketing Fundamentals

*Marketing that works...learn what's right for your business*

Wednesday, July 15  
6:30 p.m. - 8:30 p.m.  
\$25.00 per person

South Metro Chamber Center  
6840 S. University Blvd  
Centennial, CO 80122

Please register 48 hours in advance at [www.SmallBusinessDenver.com](http://www.SmallBusinessDenver.com)  
(Chose "Workshops/Events" - scroll to class complete required information - chose "Submit")

Marketing is about reaching the people who need your product /service In this informative seminar, you will learn the basic marketing skills and tools that will create momentum in your business. Discover who your customers are, how best to reach them, and with what message and medium to use.

### How you will benefit from this workshop

- ◆ Why Marketing is important
- ◆ How much marketing is enough
- ◆ Compare to the competition
- ◆ Define your Niche, Specialty & Target Market
- ◆ How to set goals and test your marketing efforts strategies

#### SBDC Funding Partners:



that was easy.™



[www.SmallBusinessDenver.com](http://www.SmallBusinessDenver.com) ~ 303.795.0142

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## Inspiring You to Succeed in Business

Thank you to the libraries in the South Metro Denver area who support the South Metro Denver SBDC by providing us free meeting space.

**Highlands Ranch Library**  
9292 Ridgeline Blvd  
Highlands Ranch, CO 80129

**Parker Library**  
10851 So. Crossroads Dr.  
Parker, Colorado 80134

**Philip S. Miller Library**  
100 S. Wilcox St  
Castle Rock, CO 80104

**Smoky Hill Library**  
5430 S. Biscay Circle  
Centennial, Colorado 80015

**South Metro Chamber Center**  
6840 S. University Blvd  
Centennial, CO 80122

**Keller School of Management,  
DeVry University**  
6312 S. Fiddlers Green Circle  
Ste 150E  
Greenwood Village, CO 80111

## November 2008

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9	10	11	12	13	14	15
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- 1) Workshops/Events
- 2) complete required information
- 3) Submit