

About the Instructors

The instructors are **Doug** and **Brenda Arndt**.

Doug Arndt's background includes experience in information technology and new business startups. Brenda's background is in graphic design and marketing. Their varied backgrounds enhance their value to clients.

The Arndt's company, **Reliable Web Sites**, has been offering website design and related business functions since 2003. They work closely with clients to customize their particular web site for maximum success.

The SCORE Difference

SCORE Chapter 2 workshops are designed to provide you with the skills to start and succeed in your small business.

At SCORE workshops, you will experience "the SCORE difference" – training by working & retired business owners and executives with extensive business experience. Plus you receive **free follow-up counseling** to address detailed questions and issues.

This distinction sets our workshops apart from other workshops and its value is attested to by our thousands of satisfied workshop attendees.

About SCORE & Chapter 2

Formed in 1964, SCORE is a nonprofit organization that works with the U.S. Small Business Administration. We provide a public service by offering small business advice and training.

Minneapolis Chapter 2 of SCORE has over 100 active volunteer counselors who last year served more than 4,000 clients by providing free counseling and conducting specialized planning workshops. Our volunteers are working/retired business owners, executives and corporate leaders with a broad variety of industry experience in every important business management discipline.

For more info: (952) 938-4570
www.scorempls.org

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SCORE®

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Using the Web to Boost Your Sales

Create Web Traffic and Marketing Opportunities



Counselors to America's
Small Businesses

SCORE®

We help you start a business, grow a business, and stay in business!

Get Answers for Your Web Site

Just because you build it, doesn't mean they will come. Marketing your website is as important as designing it.

- What should I do to make my website generate more business?
- How can I attract more prospects to my website?
- What should I ask myself when I design or improve my website?
- How does Search Engine Optimization (SEO) work? How can I get better ranking without spending money?
- What are some good e-mail marketing techniques?
- Is paid advertising on the web worth the cost?



Driving Business to Your Web Site

Learn how to increase your sales with an effective website and get some tips on bringing more prospects to visit your website.

In this workshop, you will learn:

- Offline marketing
- Search Engine Optimization
- E-mail marketing
- Paid advertising online

Offline Marketing Strategies

Besides online, there are offline tips to make the most of your web site marketing.

- Learn the 8 critical steps in marketing to create sales.
- Learn the links, content and hidden components that will make your Search Engine Optimization stand out.
- Learn how to maximize e-mail marketing.
- Learn the 9 miscellaneous successful strategies.

YES, I want to attend your Web Boosting workshop for just \$45!

Preregistration preferred; add \$10 for walk-ins. All sessions held 9am-12pm.

See the **SCORE Workshops Schedule** brochure for dates and locations or visit www.scorempls.org.

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Phone	