

Class now forming for:

Habersham County



City of Cornelia
Better Hometown

Wednesdays

8:00 am — 10:00 am

Sept 28 - Clarkesville

Oct 5 - Cornelia

October 12 - Clarkesville

October 19 - Clarkesville

October 26 - Cornelia

Light Breakfast served at 7:45 am

\$25 for all five sessions

To Register Contact:

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Clarkesville Better Hometown

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Cornelia Better Hometown

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Class sizes limited to 25 participants

No direct competitors included

Call Today to Register!



The Maximum Marketing series is made possible by a grant from the OneGeorgia Authority.



The mission of the University of Georgia Small Business Development Center is to enhance the economic well-being of Georgians by providing a wide range of educational services for small business owners and aspiring entrepreneurs.



Funded in part through a cooperative agreement with the U.S. Small Business Administration

Special arrangements for persons with disabilities will be made, if requested in advance, by calling Ron Simmons (770) 531-5681.

Maximum Marketing

Learn to compete in a crowded marketplace



999 Chestnut Street
Gainesville, GA 30501

(770) 531-5681

www.georgiasbdc.org

Propel Your Marketing to the Next Level



Marketing your business, product or image is a core requirement of success. No matter what your business, you must market to succeed.

The Maximum Marketing course is designed to assist you in creating a marketing strategy that will propel your business to the next level.

Maximum Marketing is an interactive course that meets for two hours, five times, over a five week period. During these sessions you will gain an understanding of what marketing means, how to identify your customers, learn about traditional and new marketing methods, as well as sales techniques. Modules include:

- Week 1: Pass or Fail—Marketing for Success**
- Week 2: Fish Where the Fish Are**
- Week 3: Big Marketing for Small Budgets**
- Week 4: Polish Your Plan**
- Week 5: Grand Finale**



After attending this course, developing a true marketing plan is within reach!

What **Maximum Marketing** graduates have to say:



“The Maximum Marketing Class gave me an opportunity to slow down and focus on *how* to sell my product. The peer group provided valuable feedback that was very helpful in deciding the best way to spend my marketing dollars.”

*Kay Keller, Owner
Airtight of Northeast Georgia, Athens*

“This class helped me see what marketing really is. It’s not just advertising; it’s the whole picture....it gave me an idea of how to present myself, my store and my product.

*Debbie Campbell, Owner
Book and Cranny Bookstore, Statesboro*