

Business
Series

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Small Business & Entrepreneurs

January - May 2017

All programs are held in the Rotary Room at the Main Library, unless otherwise specified. Doors open 30 minutes early for informal networking.

We especially thank the professionals who give so generously of their time and expertise to make this series possible.

One-on-One Small Business Counseling (R)

Greater Bridgeport Chapter of SCORE, Counselors to America's Small Business, continues partnering with the Library to offer free, one-on-one counseling for current and prospective entrepreneurs. SCORE mentors can offer guidance in many areas, including: business finance and accounting, business operations, strategy and planning, sales, marketing and public relations, technology and IT services. Appointments are required and must be made in advance by Thursday at 10:00 AM before the Monday session. Call 203-256-3160 or visit fairfieldpubliclibrary.org.

Mondays: January 30, February 27, March, 27, April 24, and May 22

9:15 and 10:30 AM by appointment

Study Room D, first floor, Main Library

Presenters: *The Greater Bridgeport Chapter of SCORE is part of a national network that has been mentoring new and existing businesses for over 40 years and has a network of over 13,000 volunteers who donate their time to help entrepreneurs.*

These programs are presented through a joint partnership with the Greater Bridgeport Chapter of SCORE.

SCORE 
FOR THE LIFE OF YOUR BUSINESS

Programs continue on back >>>

Entrepreneur Summit (R)

Join us for our first-ever Entrepreneur Summit. Meet other new and experienced Fairfield County small business owners as well as people contemplating breaking out on their own. After a keynote speaker and introductions, we will break into smaller groups for concurrent panels and discussions on topics such as: Development; Low to No-Cost Resources; Branding and Collateral; Legal, Tax and Accounting; Building a Team; Millennial vs. Boomer Messaging; Where to Start, and much more.

Wednesday, February 8, 9:00 AM - 3:00 PM
Rotary Room, Main Library

Presenters: TBA

Marketing Research on a Shoestring (R)

This workshop will provide practical market research tools for start-ups and small business owners that are easy to use and available at your fingertips. In this workshop, you will learn: a selection of tools and resources, how to evaluate your market for size, segmentation and dynamics, how to evaluate your competitors and their positioning, how to evaluate your product and/or service positioning, and how to obtain feedback on improving your offering.

Thursday, February 9, 7:00 PM
Rotary Room, Main Library

Presenter: Brian Baxendale has worked in marketing and research for over 30 years with Mars, Ford Motor Company, and four start-up businesses. He has commissioned, undertaken and been the recipient of much research - good, bad and indifferent. Brian is also a SCORE business counselor.

Speak Your Value with The 8 Languages of Money™ (R) Business doesn't have to be so hard!

What In this lively and engaging presentation, Liz Dederer will share with you powerful strategies to Speak Your Value so you can earn more in less time while doing what you love!

You'll walk away knowing, what each of The 8 Languages of Money™ are, how The Hidden Challenges of The 8 Languages of Money™ may be holding you back from earning the income you

require or desire, the #1 mistake when it comes to sales conversations, 3 Powerful Strategies to Putting Money In Your Pocket FAST, and the top secret strategy I used to close clients without feeling salesy.

Thursday, February 23, 7:00 PM
Rotary Room, Main Library

Presenter: Liz Dederer helps virtual and traditional business leaders create business empires that run by themselves so they can earn more money in less time so they can do what they love! Before starting her own company in 2011, Liz created training programs and executed sales plans for international retailers and developed growth strategies for startup, turnaround, high growth and venture capital backed companies.

Constant Contact (R)

Tuesday, March 7, 7:00 PM
Rotary Room, Main Library

Presenter: Robert Clark

The ABC's of Real Estate Investing (R)

Want to drive prospective customers to your website?

Wednesday, March 15, 7:00 PM
Rotary Room, Main Library

Presenter: Steve Benko

Finance Fundamentals for the Small Business Owner (R)

Want to drive prospective customers to your website?

Wednesday, March 29, 7:00 PM
Rotary Room, Main Library

Presenter: Linda Hunt

Simple Steps For Starting Your Own Business: A Five-Part Series (R)

Simple Steps For Starting Your Own Business

Module 1: Introduction

Tuesday, April 18, 7:00 PM

Module 2: Creating Your Business Concept

Tuesday, April 25, 7:00 PM

Module 3: Marketing Your Business

Tuesday, May 2, 7:00 PM

Module 4: The Importance of Financial Information

Tuesday, May 9, 7:00 PM

Module 5: Sources of Funding and What's Next?

Tuesday, May 16, 7:00 PM

Entire series: Rotary Room, Main Library

Presenters: Cynthia Cavoto is the Founder and Social Media Strategist of Firebrand Social Media bringing online solutions to businesses. Don Putrimas is a results-oriented senior executive with extensive accounting and finance experience in the entertainment industry. Daniel de Percin enjoyed a successful four decade long marketing, sales and sales management career in the Broadcasting and Streaming Media Industries. All presenters are SCORE mentors.

Power of the Inbox with Email Marketing (R)

This powerful seminar takes you step-by-step through the keys to effective email marketing including what it can do for your business, generates revenue, repeat business, creates and reinforces brand image, the five easy steps you must take to harness the power of the inbox, grow a healthy list, create great content, customize a beautiful, mobile-friendly template that matches your brand, how to get your emails opened, tracking your results, and revealing why regular email doesn't work.

Wednesday, May 10, 7:00 PM
Rotary Room, Main Library

Presenter: Cheryl Henchar is the President and Founder of Cheryl's Creative Services located in Stamford, CT. Cheryl has been assisting small business owners and nonprofit organizations with Email Marketing and integrated online tools with a partnership with Constant Contact and Marketing Strategies since 2013.



All programs are free and open to the public. Limited seating.
Register online at fairfieldpubliclibrary.org, or call 203-256-3160.

Main Library

1080 Old Post Road
Fairfield, CT 06824

Fairfield Woods Branch

1147 Fairfield Woods Road
Fairfield, CT 06825

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