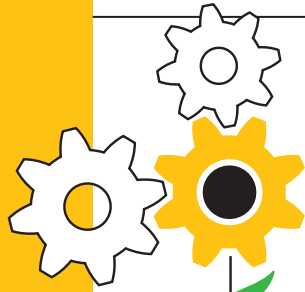


Growing Rural Businesses



ENTREPRENEURIAL Certificate Program

McPherson County

**Thursdays,
Sept. 15 – Nov. 3
5:30 to 8:30 p.m.**

\$250 for all 8 sessions
ACCK Offices, 210 S. Main
McPherson, KS

Early Bird Discount
Save \$50
Register by Aug. 25

Growing Rural Businesses is an 8-week certificate program taught by Wichita State University's Center for Entrepreneurship experts custom-made to meet the needs of existing rural business owners who are ready to grow.

Participants receive comprehensive, practical instruction in the finer points of growing a thriving rural business in a dynamic collaborative environment where they network with peers. All classes are taught in-person by WSU's Center for Entrepreneurship who are experts in running businesses. Facilitated group discussions provide insights about business challenges and strategies to solve them effectively.

McPherson County Entrepreneurial Training Seminar Line-up

- 1 Entrepreneurial Mindset for Small Businesses • September 15**
Assessing your entrepreneurial spirit; building a business concept statement and vision.
- 2 Customer Discovery: The Roadmap to a Successful Marketing Plan • September 22**
Applying market research/segmentation and building a guerilla marketing plan.
- 3 Social Media and Search Engine Optimization • September 29**
Increasing website traffic, building your brand online and optimizing social media.
- 4 Creating Value for Your Customers • October 6**
Customer service/consumer behavior, exceeding customer needs before, during and after.
- 5 Basic Sales Techniques and Practices for Selling • October 13**
Selling the concept and the keys of making a sale, identifying a potential customer.
- 6 Practical Legal Issues • October 20**
Improving vendor relationships, negotiations, and contracts for positive (win/win) outcomes.
- 7 Keeping a Financial Focus • October 27**
Monitoring critical numbers and financial control systems of your business.
- 8 Bringing it All Together: Developing an Effective Niche Strategy • November 3**
Competitive advantage in the marketplace.

For more information contact:

Jennifer Burch

McPherson Chamber of Commerce, Executive Director

jennifer@mcphersonks.org • 620-241-3303

*Enrollment is limited,
register online at:*

www.Wichita.edu/GRB
316-978-3000

PARTNERS:

