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XEDC Update

August, 2011

Issue: 27



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Workshop & Event Schedule

How to Find New Customers

Wednesday August 10, 2011, 11:30am-1:00pm
Antigonish Superstore Community Room
Facilitator: XEDC
Cost: Free

Social Media for Small Business

Wednesday August 17, 2011, 11:30am-1:00pm
Goodman Building, 151 Provost Steet, NewGlasgow
Facilitator: XEDC
Cost: Free

Registration required for all workshops. To register, or for more information contact Jackie at xedc@stfx.ca, or call 867-5543.

Small Business Networking Group

Meets the last Monday of each month at the Antigonish Career Resource Centre (ACRC), from 8:30-10:00am

For future events check www.xedc.ca/events.php

Announcements:

After 11 years with XEDC the entrepreneurial bug has bitten our own Jamie Stewart. Jamie is off to pursue Waleaha Charters - Tuna Charter Fishing out of Cribbon's Point, Antigonish County.



We wish you all the best in your new business venture Jamie!

To contact Jamie about fishing charters phone 870-6418.

In This Issue

[Local Entrepreneur Profile](#)

[Youth Entrepreneur Profile](#)

[Featured Article](#)

Let's Get Tweeting!

If the title of this article left you scratching your head, you're not alone. But if you're a small business it's time to stop wondering and start participating in Twitter.

Twitter may not deserve all the hype it's getting, and it's not going to make or break your business, but when the only cost is your time why not use it to strengthen the loyalty of existing customers and try to attract new customers?

1. First things first - go to Twitter, set up an account, load up a background and image and select your colors. Remember, this is the voice of your business and should reflect your brand. If your Twitter page looks generic, how will people connect it with your business?

2. Here's the hardest part (and it's actually really easy). Post updates, I recommend at least one a

Laughing Lobster Photography - Andrew Barkhouse



Laughing Lobster Photography is a photography business based in Antigonish, Nova Scotia operated by Andrew Barkhouse.

Andrew has been pursuing his passion for photography for many years and officially launched his photography business in the summer of 2009.

Now, through Laughing Lobster Photography, Andrew offers scenic photographic prints of Atlantic Canada as well as providing wedding photography.

To view Andrew's work visit www.lauginglobsterphoto.com. You can also join his Facebook fan page, follow him on twitter @laughlobster or contact him by e-mail: andrew@laughinglobsterphoto.com.

Fiesta Cone - Marshall Cunningham & John Paul Dobson

Located next to Southern Accents on Main Street, the Fiesta Cone continues to delight customers of all ages, from toddlers to senior citizens. They provide ice cream flavors that suit every taste, cold drinks and slushies.



Weather permitting you can stop by for your next frozen treat Monday-Sunday, 12pm-8pm.

Starting an ice cream business can be extremely lucrative especially on a hot summer day, when nothing beats a refreshing scoop of your favorite ice cream.

Business partners Marshall Cunningham and John Paul Dobson are students at the Antigonish Regional High school and the new owners of the Fiesta Cone.

Ideas & Entrepreneurship Course

The StFX Enterprise Development Centre (XEDC) is offering a 12 week comprehensive business planning course. This course is perfect for small business owners in the start up or growth stage.

What you will receive:

- Knowledge of all aspects of building your business plan, with

day, which are 140 characters or less. What do you post about? As a general rule, post things that are relevant to your business and industry, but don't keep it too dry. If you run a lawn mowing business, posting about how frequently you should be watering your lawn during the season's changes, how to winterize your lawn, and other lawn care tips are very relevant to your customers. Also let them know when you're running specials, or additional services like aerating. To add a personal touch, share when you've added a new vehicle to your fleet, or hired a new employee. Share a funny story (strangest customer request?) or a happy one. Realtors can tweet about new home listings, open houses and tips for buying and selling homes. Restaurants can tweet about daily specials, new menu additions and coupons. No matter what your business, many of your existing or potential new customers are on Twitter, and you should be connecting with them.

3. Twitter is not about throwing your tweets out there and ignoring the rest of the Twitter world. Make sure you are regularly searching Twitter for mentions of your business. If the mention is bad, ask for details to improve your business. If it's good, thank the Tweeter, and possibly offer a discount or some other incentive for repeat business. Give timely responses to direct messages sent to you, with questions or comments about your business. Twitter is about

an emphasis on marketing, sales, product pricing, profitability, accessing capital and operational efficiency.

- An introduction to Internet marketing.
- Opportunities to network with guest speakers and other entrepreneurs.
- A down-to-earth, friendly classroom environment.
- By the end of the course you will have a detailed business plan.
- One-on-one counseling available if desired.

Fee: \$120+HST (Space is limited to 10 seats)

When: Every Wednesday evening from 6:00-9:00pm beginning Sept 21st ending Dec 7th

Where: ACRC, 50 James Street

For more information contact Jackie Knocton @ 867-5543 or Email xedc@stfx.ca

FITT - Going Global Workshops



XEDC is currently assessing the interest level among current and potential exporters in bringing FITT's (Forum for International Trade Training) to Antigonish starting in September 2011.

Each session will cost \$200 plus course materials. Nova Scotia Business Inc's ExportAbility program may help cover up to 75% of these costs.

We need a minimum of 8 people to bring the Going Global Workshops to Antigonish if you are interested please contact Paula Brophy at 867-2029 or pbrophy@stfx.ca

participation, and when you participate in the community its residents certainly take notice and appreciate the effort.

Hopefully this article got your creative juices flowing about what you could be Tweeting about for your business. Your customers are out there on Twitter, so start Tweeting and connect with them



XEDC - 54 St. Mary's St.
Antigonish, NS

Contact us today if you have questions about starting or growing your business.

**xedc@stfx.ca or
867-5543**

Program of the Month: Retention and Expansion of Existing Businesses

The Antigonish Regional Development Authority (ARDA) supports the business community through the Business Retention and Expansion (BRE) program. BRE is an internationally recognized program that focuses on building relationships with existing businesses and allows for the exchange of information that leads to real understanding of the opportunities and challenges facing local businesses. The objectives of the BRE program are; to strengthen the relationship between businesses and the RDA's, to retain and expand Nova Scotia business, to assist businesses in using programs aimed at helping them become more competitive, and to build community capacity to sustain growth and development.

ARDA, through BRE, uses a Local Action Team to help businesses address their issues and concerns. The action team consists of members from ACOA, Nova Scotia Economic and Rural Development and Tourism, Labour and Workforce Development, XEDC, NOBL and other development agencies. Both ARDA staff and the Local Action Team members sign non-disclosure agreements to ensure the confidentiality of the information shared with them through business visits.

Following the province's jobsHere strategy, a plan to create jobs and grow a strong, more sustainable economy, ARDA has been focusing its business visits with those who may benefit from the Product Investment Program. This program helps companies improve their employees' skills and purchase advanced equipment in order to become more competitive through two incentives: the Workplace Innovation and Productivity Skills Incentive and the Capital Investment Incentive. To learn more about the jobsHere strategy and the Product Investment Program visit <http://www.gov.ns.ca/jobshere/> .

ARDA's goal is to reach out and visit businesses in Antigonish. If you would like to learn more about the BRE program or are interested in scheduling a visit please contact ARDA at 902-863-3330 or arda@antigonishrda.ns.ca.

More Resources for Small Business

[XEDC Website Resources](#)

[CheckYourTech Online Assessment](#)

[XEDC eLearning Centre](#)

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