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XEDC Update

July, 2011

Issue: 26



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Workshop & Event Schedule

Basic Bookkeeping

Wednesday July 13, 2011, 11:30am-1:00pm
Antigonish Career Resource Centre
Facilitator: XEDC
Cost: Free

Marketing on a Shoestring Budget

Wednesday July 20, 2011, 11:30am-1:00pm
Goodman Building 151 Provost Street, New Glasgow
Facilitator: Anne Toner Fung & Paula Brophy, XEDC
Cost: Free

Blogging Basics

Wednesday July 20, 2011, 6:00pm-8:30pm
Antigonish Career Resource Centre
Facilitator: Crispin Cornect, Simply Ducky Web Design
Cost: \$10/person

How to Find New Customers

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

Congratulations Melissa! Congratulations to Melissa MacMaster on the birth of a beautiful baby girl, Lauren Margaret Cochrane.

2011 ENTREPRENEURIAL CAMP

On June 3rd -4th, 2011 eighteen grade 9 and 10 students from the Antigonish Regional and Guysborough Academy participated in the

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Top 10 Blog Writing Tips

Most of the "rules" about writing for newsletters apply to writing posts for your blog, but there are some important differences. Keep these 10 tips in mind and you'll be publishing great blog content that attracts prospects and clients in your niche market.

Write with the reader in mind. Remember WIIFM? It's marketing jargon for What's In It For Me? That's what you should be keeping in mind. Your readers will read your post looking for what's in it for them.

Make it valuable and worthwhile. Don't waste people's time. If you don't have anything to say, no problem, plenty of other people do. So share their articles, do an interview, review a book.

Proof-read for typos and glaring grammatical errors. You wouldn't go out of the house with dirty hair or missing a sock, so why would you publish spelling mistakes?

annual StFX Enterprise Development Centre's (XEDC) Entrepreneurship Camp which was held at StFX University.



XEDC would like to thank the volunteers who helped with the coordination of the camp, all the local businesses that participated in the business exposures and the Bergengren Credit Union and High Crest Enterprise for their continuing support.

Congratulations Paula! - Paula is one of sixteen adult educators from Nova Scotia who completed the Mastering Facilitation Skills Certificate through the Association of Workplace Educators of Nova Scotia.

Funky Munkys™

Funky Munkys™ Family Clothing is an Antigonish based family run business, owned by Sabrina Sangster. Funky Munkys™ offers a variety of cloth products for babies, toddlers and women. Products offered include everything from reusable diapers to crib pads. All of the products retailed by Funky Munkys™ are either made in-house, or by other Canadian manufacturers. Sabina and her husband are earth conscious, and strive to offer clientele products that help reduce the impact on the environment while understanding unique needs of parenting in today's "disposable" society.

"Funky Munkys™ is truly a family run business," says Sabrina, "Our three wonderful children are fantastic helpers. This means we often have little hands helping us, especially with packing and shipping."



Funky Munkys™ can be found every Saturday at the **Antigonish Farmer's Market**, or online at www.funkymunkys.ca where visitors can view all products and the variety of patterns and colors they are available in, sign-up for their newsletter, or find out what's on special.

Quality Garage - Jeff Wilson



accessories and complete garage renovations.

The garage is a great, untapped resource in your home; however, with a professional garage system this space can be functional and valuable. Quality garage services include innovative concrete coatings, custom cabinet options, wall finishing

Respect your readers by polishing up your stuff.

Keep it short and simple, sweetie. (KISS). Most people are scanners. You may have a lot to say and think it interesting, and it may be. But people are reading online and out of time. Get to the point quickly. Publishing short posts more frequently is a better format than publishing lengthy articles every few weeks.

Keep it lively, make it snappy and snazzy. Even if you aren't a natural born writer, you can write for your blog. Just write like you're speaking to your friend or to yourself! Remember though, get to the point quickly. Keep in mind the journalist's rule of 5 W's in the first paragraph: who, what, why, when and where.

Link often. This builds credibility and positions you as an expert in your field. People don't have time to know what others are doing, you should tell them. Linking to other blogs and websites also helps you build a network of associates who will in turn link to your blog.

Use keywords often. This will help you stay on purpose, and the search engines will love your blog. Your rankings will go up. This is one of the reasons we have you write out your purpose statements before beginning your blog. The clearer you are about your purpose, the more consistently you will deliver messages that are on target. And the more often your keywords show up, the better your search engine results.

Write clearly (short sentences, only one concept per sentence). No double speak or jargon; no more than one idea in one sentence- don't make your readers have to think about your meaning. Spoon feed them. Use commas and dashes liberally.

Jeff Wilson, a business student from StFX, has worked in this industry for over three years. Whether the customer wants to create a dream workshop, automotive show room, workout area, or simply wants to clear unsafe clutter in order for good, Quality Garage is there to help the customer reach these goals in a fast and efficient manner. We offer solutions to anything and everything garage related. With our at home consulting, Quality Garage will design each job to fit the customers budget and their desired outcome.

For your FREE estimate contact Jeff Wilson by telephone at 902 449 9446 or by e-mail at jeffwilson@qualitygarage.ca. For a complete list of products and recent work visit <http://qualitygarage.ca/>.

Write like you talk. It's okay to use common expressions from speech. Examples: Go figure. Don't even go there. Now, I ask you. Gotta love it. (And, remember the age group of your readers.)

Use a clear headline, and don't be afraid to make bold statements (but don't mislead people either). Make it snazzy and use key words.

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) **Going Global Workshops** to Antigonish starting in September 2011.



Each session will cost \$200 plus course materials. Nova Scotia Business Inc's ExportAbility program (more information below) 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



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: Immigrant Small Business Loan Program

Co-operatives and credit unions have a long history of commitment to their local communities. The immigrant Small Business Financing Program is part of this commitment - helping to establish new businesses, grow existing businesses and empower entrepreneurs with the support they need to create employment for themselves and others.

Who can apply for an immigrant small business loan?

This program targets recent immigrants- those that have lived in Nova Scotia no more than five (5) years, who cannot access other small business loans and wish to start a small business, acquire an existing business and/or grow an existing business. Eligible immigrants include permanent residents, Canadian citizens born outside Canada and Protected Persons as defined in Section 95 of the

Immigration and Refugee Protection Act. Exceptions may be made to Canadian citizens, who have lived abroad and returned to Canada and find themselves with credit history challenges.

Where is this program available?

The program will be available across Nova Scotia, through credit unions only.

How do I apply?

Visit the local credit union in your area. To find the credit union nearest you, visit

www.nscreditunions.ca

More Resources for Small Business

[XEDC Website Resources](#)

[CheckYourTech Online Assessment](#)

[XEDC eLearning Centre](#)

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