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XEDC Update

June, 2011

Issue: 25



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## Workshop & Event Schedule

### **Effective Customer Service for Small Business**

Wednesday June 15, 2011, 11:30am-1:00pm  
 Goodman Building 151 Provost Street, New Glasgow  
 Facilitator: Paula Brophy, XEDC  
 Cost: Free

### **Basic Bookkeeping for Small Business**

Wednesday July 13, 2011, 11:30am-1:00pm  
 Antigonish Superstore Community Room  
 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

### **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](mailto: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](http://www.xedc.ca/events.php)

## Announcements:

On behalf of everyone at StFX Enterprise Development Centre (XEDC) I would like to thank our sponsors, government dignitaries, and participants for taking the time to be a



### **In This Issue**

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### **Tips for Online Video Marketing**

1. **Know your audience** - What does your audience want to know? What can you tell them that others can't? What topic(s) will make your audience give you two minutes of their busy time?
2. **Plan your message** - This does not mean script every word out on paper but do have an idea of what you want to say. Identify a main topic, plan to hit on at least 2-3 key but brief points and provide a simple yet memorable summary to deliver at the end.
3. **Watch the time** - Attention spans on the web are limited so it's a good idea to keep your video productions down to 1-2 minutes if at all possible for the best chance at maintaining your

part this of this inaugural event. We could not have had this great success without your tremendous support

- Melissa MacMaster

### Find Out What Entrepreneurship is All About



The StFX Enterprise Development Center's (XEDC) Youth Entrepreneurship Camp provides grade **9 and 10** high school students from North Eastern N.S with the opportunity to explore their entrepreneurial interests and talents. The camp takes place **June 3<sup>rd</sup> and 4<sup>th</sup>** at StFX University. For more information or to register contact

Jackie at 902 867 5543.

**BRE Business Breakfast** - Guysborough County Regional Development Authority Business Retention and Expansion Local Action Team invite you to a business breakfast featuring guest speaker **Margaret Cornect** of Cornect Family Farm on **June 6th** in Sherbrooke and **June 7th** in Guysborough. For more information please contact Carmel Avery-MacDonald at 902-533-3731

## Dorchester's Antiques- Kenny Gallant

With his keen eye, Kenny Gallant an avid antique collector made his business a reality when he opened Dorchester's Antiques, which is located on Post Road in Antigonish.



Dorchester's Antiques offers a wide range of inventory for sale including jewelry, glassware, and furniture. While the store is adequately stocked with inventory, Kenny invites you to browse through a book that is full of other larger items that just can't fit in the quaint storefront. If you have an item that you are interested in having someone else enjoy, Dorchester Antiques also offers a consignment option.

So if you are looking to bring a little heritage into your home, stop by Dorchester's Antiques located at 100 Post Road, by phone at (902) 735-2467 or keep apprised of new stock through their Facebook fan page at <https://www.facebook.com/#!/pages/Dorchester-Antiques/196340440405399>.

## Justamere Cafe and Bistro - Eileen Curry



•ALL DAY BREAKFAST  
•FAIR TRADE COFFEE  
•KIDS MENU  
•GOURMET SANDWICHES



Justamere Cafe

Eileen Curry is the owner of the Justamere Café and Bistro which is located in the Claymore Inn in Antigonish. It is a full service restaurant which boasts a casual and inviting dining atmosphere with fresh flavorful food. The Justmaere also showcases local artwork and on occasion has hosted musicians.

What makes the Justamere unique? Eileen thinks that their laid back atmosphere sets them apart from most other eating

audience's attention. If the topic is beefy in nature, consider sectioning the conversation into a series of smaller video clips rather than one long video.

4. **Have a conversation; just be you!** - Enjoy your connection with your audience. Be welcoming, friendly and down-to-earth. No need to overly impress. In fact, the more yourself you are, the more enjoyable experience it will be for the online viewers.
5. **Don't hard sell... educate instead** - Resist the temptation to record a commercial. No one wants to tune into a hard sell... not even you. Therefore, use online video as an opportunity to educate your audience. "How to" topics work really well in this medium. Educational information regarding a specific subject that can instruct, inform and enlighten will have far more traction than any "infomercial" ever could.



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

establishments. People often comment on the great atmosphere. In the run of the day you will see business suits, work boots, the young and the old. The Justamere offers a diverse menu in keeping with their slogan "There is something for everyone".

For more information about restaurant hours and daily specials please visit their website [www.justamere.ca](http://www.justamere.ca), for reservations contact 902-735-3353 or join their Facebook group <https://www.facebook.com/#!/pages/Justamere-Cafe/11054384106>

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

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

## Program of the Month: Small Business Internship (SBIP)

A significant number of SMEs are currently simply connected to the Internet or are passively on-line, and might not be taking advantage of the possibilities offered by e-business. The Small Business Internship Program seeks to improve the competitiveness of SMEs by supporting businesses to actively market on-line and improve their competitiveness with e-business practices and technologies. //

Your firm will receive financial support towards the employment of post-secondary students who will work on e-business projects. The Government of Canada will reimburse up to 75% of the eligible wages and related expenses such as statutory employee benefits, to a maximum of \$10,000. Your firm is responsible for covering other expenses such as fringe benefits and overhead costs. Support will be available for twelve weeks.

For more information visit Industry Canada website at [http://www.ic.gc.ca/eic/site/sbip-pspe.nsf/eng/h\\_00010.html](http://www.ic.gc.ca/eic/site/sbip-pspe.nsf/eng/h_00010.html)

### More Resources for Small Business

[XEDC Website Resources](#)

[CheckYourTech Online Assessment](#)

[XEDC eLearning Centre](#)

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