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XEDC Update

June, 2010

Issue: 14



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Workshop & Event Schedule

Small Business Networking Group

Meets the last Monday of each month (July 26, Aug 30, etc.) These monthly meetings are held at the Antigonish Career Resource Centre (ACRC), from 8:30 AM - 10:00 AM. **All entrepreneurs welcome!**

XEDC Workshops take Summer Haitus

There are no scheduled workshops in July and August. We'll be back in September with an exciting new slate of learning opportunities.

Here is some of what we have planned for the Fall:

- Sales Series Basics (repeat of last years popular program)
- Sales Series Advanced (build your advanced sales skills)
- How to Start a Business
- Personal Finance
- Tax Strategies
- and much more!

We will keep you posted on times, locations and additional workshops. For more information about any of our programs contact us at xedc@stfx.ca, call 867-5543 or check out our events calendar www.xedc.ca/events.php

Announcements

Successful Launch of New Youth Entrepreneurship Camp

Congratulations to our own Melissa MacMaster on developing and delivering our first Youth Entrepreneurship Camp in early June, 2010.



Melissa, her crew of volunteers and sixteen motivated students from grades 9 and 10 spent three days on campus learning about (and practicing!) entrepreneurship.

The response to the camp was excellent and we look forward to offering it again next year.

In This Issue

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Marketing on a Shoestring - Part 2

In our last issue we shared six inexpensive (or free) ways to promote your small business.

Here are six more ideas that answer the question,

"How can I promote my business with little or no marketing budget?"

1. Add your business info to free business directory listings. **Include full contact information in these listings and link to your website if you have one.** If you don't have a website, make sure you include your business email address. **(Find a list in the business resource section of our website)**

2. If you serve an area that requires customers to call long distance, **get a toll free number.** Toll free service can usually be added to any phone line with no upfront cost or monthly fee. You pay only for calls that come in on

ASmartTouch

Business owner Jason MacEachern calls himself a gadget magician. Have you ever wondered how to remotely dim your home lights with your cell phone or iPod, how to control your home entertainment system with one remote, or turn your Christmas lights off without going outside? Asmarttouch can help you with all of these minor inconveniences through the power of technology.

Asmarttouch provides home automation, audio/video distribution, home theatre set-up & installation as well as surveillance and alarm system installation. Jason MacEachern is a licensed electrician with experience in residential, commercial and industrial settings. His services will be of great interest to persons with disabilities, individuals or businesses that are environmentally friendly or people that enjoy making life simpler.

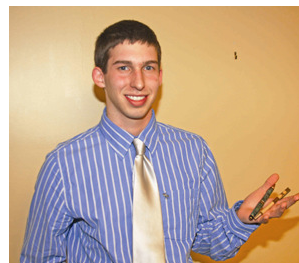
When it comes to home automation, Jason says, "the only limit is your imagination" as virtually everything electrical can be automated.

For all your home automation and home entertainment needs contact Jason MacEachern at (902) 870-4871 or by e-mail at jason@asmarttouch.ca.

ASMARTTOUCH

VanderLinden Turned Pens

Nathan VanderLinden is a first year science student at StFX. While in 4-H woodworking Nathan saw a TV program about turning pens on a lathe. He became interested in it and started "VanderLinden Turned Pens", producing high quality wooden and acrylic pens.



Unique Turned Pens by
Nathan VanderLinden

The pens are made in a shop located in Heatherton, Antigonish County and are currently being sold with great success at Treasured Moments in the Antigonish Mall.

Nathan provides a turned pen that is one of a kind and built with the highest quality for his customers. According to this creative young entrepreneur, "No two pens are ever truly alike".

Nathan can be contacted by e-mail at x2009jpz@stfx.ca

your toll free number at rates as low as 4 cents per minute.

3. ***Work with another small business owner to "cross promote"***. For example, you send out your brochure and include a flyer from the other business - they mail a flyer and include your brochure.

4. If you are a "business to business" supplier, try marketing by walking around. ***Drop in on customers to share information about your latest product or promotion.*** If possible, bring a free sample or "special offer".

5. ***Raise your online profile*** by getting active on Facebook, Twitter, LinkedIn and other social networking platforms.

6. Remember that networking is a constant when you are in business. For the best results, ***focus on building relationship, and give referrals to get referrals.***

To share your ideas for marketing on a shoestring email us at xedc@stfx.ca

**STUDENTS
IN BUSINESS.ca**

Helping Nova Scotian Students Be Their Own Boss

Program of the Month: Students in Business

The Students in Business Program helps students start their own business. The program offers business loans (up to \$5,000), training and counselling to help students start and expand businesses. Since 2004, hundreds of Nova Scotia students have participated in Students in Business - the success rate holds at 96%!

For more information about Students in Business in Antigonish,
contact Brian Patton at 867-6625 or brian.patton@cbdc.ca

*Students in Business is supported by the Atlantic Canada Opportunities Agency, Nova Scotia
Economic and Rural Development and Enterprise Cape Breton*

Additional Resources for Small Business

www.xedc.ca

<http://SmallBusinessNews.xedc.ca>

www.xedc.ca/elearning

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