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XEDC Update

September, 2011

Issue: 28



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Workshop & Event Schedule

How to Start a New Business

Wednesday September 14, 2011, 11:30am-1:00pm

People's Place, Antigonish Library

Facilitator: XEDC

Cost: Free

How to Close More Sales

Wednesday September 21, 2011, 11:30am-1:00pm

People's Place, Antigonish Library

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:

Making the Career Connection - September 28th

StFX's Enterprise Development Centre (XEDC), Student Career Centre, and the Co-operative Education Program are pleased to invite you to Making the Career Connection. This networking event offers you the opportunity to meet the best and brightest StFX students outside the formal confines of a job interview.



For more information please email xedc@stfx.ca. call 867-5543 or visit our events calendar at www.xedc.ca/events.php

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Find New Customers!

Many people who start their own business quickly discover that finding customers is a lot more difficult than they thought. They call a few friends to let them know they've started a business, print out fliers and stuff them in neighborhood mailboxes, set up a website, run an ad in the local newspaper, or buy pay-per-click ads online, and sit back and wait for customers to come. When the leads and sales don't happen, guilt (over the money they've spent to set the business up), frustration and stress set in.

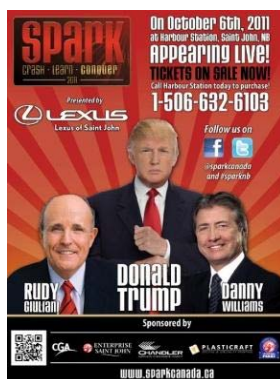
Depressing? Maybe, but you don't have to fall into that trap. If you already have here's how: to climb out!

Make a commitment to marketing. Marketing isn't a one-time activity. To find customers and keep them coming in, you need to actively promote your business in as many ways

SPARK- Donald Trump, Rudy Giuliani & Danny Williams

StFX Enterprise Development Centre is pleased to be a sponsor of SPARK, a high-impact event that is designed to push through a cultural shift towards encouraging people from all walks of life to try, risk, and dare to be different. It's messaging will challenge people to dig deep to be the very best that they can be.

Location: Harbour Station Saint John, NB
 When: October 6, 2011 10am-1pm
 Price: \$168 (includes transportation)
 (Regular price not including transportation is \$203/ticket)



To purchase a ticket phone XEDC at 867-5543

For more information visit <http://sparkcanada.ca/>

Eckova Film and Media Production - Denise Davies



Denise Davies at Eckova Film and Media Production offers services for nonprofits and small business in developing an Internet strategy through website, blog, social media and email newsletters. She offers training, consulting services, writing, photography and film. Contact Denise if you need help with your website or are not sure of your best next steps; if you need photography or film for your website or next event; if you want to discuss fundraising, membership management or event management using the web.

Clients include ARDA, Antigonish Chamber of Commerce, Coady International Institute, Loonsong Cottage Retreat, Lyncharm Pottery, The Made in Nova Scotia Store, the Out and About Nova Scotia (www.outandaboutns.com) and others.

Website: www.eckova.ca
 Email: davies@eckova.com
 Phone: 902-968-0034

Highland Place Group Inc- Cohen MacInnis

Real Estate Investor, Entrepreneur, and Realtor® Cohen MacInnis

as you can on an ongoing basis.

Learn to network.

Businesses and consumers don't buy products or services from companies. They buy them from people. People they know and trust. Become an active participant in business or community groups, local home owners associations, parent's groups, religious groups that attract the type of people you want for customers. Get yourself known in the group as the person who sells jewelry, solves computer problems, or runs a companion service for elderly shut-ins.

Remember that word of mouth advertising

is the single biggest source of customers for home-based businesses. As you build your network and start to bring in those first customers, do everything you can to be sure positive word of mouth spreads about you. Bend over backward to do exceptional work and get it out on time. The customer may never thank you, but they'll remember your work and call on you again -- or refer you when their friends or family need what you sell.

Ask for referrals. Asking for referrals is easy once you realize you aren't begging for business. You're just asking customers and friends if they know anyone who has the kind of problem your product or services can solve.

Get other businesses to refer business to you.

This isn't as hard as you think. Find people who

has a burning passion for building wealth through income property. After purchasing his first income property (five unit) at the age of 19 he truly "walks the talk", as he employs principles and strategies that have proven successful through experience helping him build his real estate portfolio.



As President & Chief Entrepreneurial Officer of Highland Place Group Inc., Cohen has successfully employed the fix and flip strategy to both commercial and residential projects. After the unsuccessful development of a 7-story residential/commercial building countless lessons have been learnt and Cohen has reevaluated and re-established his goals and growth strategy to become a licensed Realtor in 2010.

Cohen provides a wide range of opportunities to create, grow, manage and protect your wealth. Recently, Cohen has partnered with Coldwell Banker Supercity Realty to focus on helping investors build wealth through income property. Highland Place Group Inc. offers professional property management services for their in-house portfolio, as well as portfolios of many other investors. Viewville Land Holdings Inc. (a JV partnership) invests in buy and hold and tax sale property.

Contact Info:
Cohen MacInnis, Realtor
Coldwell Banker Supercity Realty - Antigonish
902-863-9606

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 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.

serve the same market but sell different products or services from yours. A party planner may hear of people who need gift baskets made up. And, the gift basket business is very likely to meet customers who need events planned. Talk to each other. Refer each other. Both of your businesses will grow.

Do a reality check. If despite your best efforts your product or service isn't selling, use your network groups to find out why. Even if you researched the need for your product or service before you started the business, you may still run into customer resistance. If so, question your prospects. Find out what it is they really need. What problem they need solved. How they are getting the problem solved now. And what they are willing to spend to solve the problem. Ask if there's anything you could change about your business to make them interested in buying from you. Whatever you do, don't take the answers personally. Use the information you gather to learn what changes you need to make to land sales and bring in customers on a steady basis.



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

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

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

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

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

Program of the Month: Spark Experience

WIN the ULTIMATE XEDC SPARK EXPERIENCE

Ticket to SPARK

Ticket to the Networking Breakfast with Giuliani

Ticket to the Official Afterparty

Ticket to the Meet and Greet with Donald Trump (Guaranteed Photo Op)

All you have to do is submit a 3 minute video telling us what "Inspires YOU to be an Entrepreneur in Nova Scotia"

For a complete list of contest rules visit www.xedc.ca/spark



More Resources for Small Business

[XEDC Website Resources](#)

[CheckYourTech Online Assessment](#)

[XEDC eLearning Centre](#)

**Your XEDC Team
StFX Enterprise Development Centre**

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