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**XEDC Update**

**March, 2011**

Issue: 22



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## Workshop & Event Schedule

Please help us plan the best possible training schedule for the coming year by completing our [Training Planning Survey](#)

### The ABCs of WCB

Wednesday, March 9, 2011, 11:30am - 1:00pm  
Antigonish Superstore Community Room  
Facilitator: Brenda Chisholm, WCB  
No charge, advance registration required

### Exporting for Small Business

Thursday, March 17, 2011, 11:30am - 1:00pm  
Antigonish Superstore Community Room  
Facilitator: Natasha Lymburner, Export Development Canada  
No charge, advance registration required

### Insurance for Small Business

Wednesday, March 23, 2011, 11:30am - 1:00pm  
Antigonish Superstore Community Room  
Facilitator: Peter Fraser, Fraser & Hoyt  
No charge, advance registration required

***Registration required for all workshops. To register, or for more information contact Jackie at [xedc@sfx.ca](mailto:xedc@sfx.ca), or call 867-5543.***

Please help us plan the best possible training schedule for the coming year by completing our [Training Planning Survey](#)

### 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

**Welcome back Paula!** - We are looking forward to welcoming Paula back from maternity leave next week. She'll be back at XEDC starting March 1/11 - take a minute to stop in and say hi!

### In This Issue

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### Pricing Your Product or Service

For many entrepreneurs, deciding what price to charge for their product or service can be a challenge

From a marketing perspective, you'll want to pick a pricing approach that makes sense; for example

- do you want to compete by offering the lowest priced option?
- do you want to offer a premium product at a higher price?
- or maybe something in between fits better?

If your business offers a product or service strictly online, you may have to consider "free" as your starting price point to be competitive!

For many small business owners, pricing is more about generating enough money from the business for an acceptable level of personal income.

**Congratulations Melissa!** - Melissa is one of twenty leaders from Antigonish, Guysborough, Inverness, Pictou and Richmond Counties who will graduate from the Rural Leadership Development Program on March 5/11.

**Dragon's Den in Halifax!** - Want to audition for Dragon's Den? Bring your best pitch to the Cambridge Suites Hotel in Halifax on March 5. More information available at [www.cbc.ca/dragonsden](http://www.cbc.ca/dragonsden)

## Rockin' Ron's Guitar Lessons - Ron Rehberg

Have you ever wanted to be rock star? Well you need to start somewhere, and Ron has the background knowledge and first hand experience to teach you how to play your guitar properly.



With over 25 years of experience in the music industry, including performances with Matt Minglewood, Sam Moon, J.P. Cormier, Natalie MacMaster, Trooper and many more Ron decided it was time for him to share his experience in a new way. Although he has the ability to play a wide range of instruments including the mandolin, banjo and electric bass he is focused on teaching students the art of guitar playing. His extensive experience allows him to offer lessons ranging from

the fundamentals of guitar playing, to a much more advanced level. Wherever you are in the learning curve, Ron will customize a lesson for your needs.

Although there are no promises he can turn you into the next Bruce Springsteen, he might make you the hit of the next kitchen party.

To book your lesson today call Ron at (902) 318-0562.

## Devon Bate - Sweat for Others

Devon Bate is a grade twelve student at Northumberland Regional High School in Pictou County. Devon enjoys playing basketball as captain on the high school varsity team and is also heavily involved in students' council. He spends a lot of time volunteering in his community and working to start new initiatives.

Devon started his entrepreneurship career back in April 2009 when he was inspired by a service trip to Guatemala. Devon has a passion for



Devon Bate, Founder of Sweat for Others

***Even if you think of your business as a way to create your own job, it is not enough to base your pricing on the wage you want to earn.***

In every case, there are costs to being in business that have to be covered by the price you charge.

Everything from office supplies to the cost of running your vehicle - not to mention business registration, time spent doing administrative work or traveling to and from jobs, and additional insurance costs.

***All business overhead costs must be factored into the price of your product or service and/or the rate you charge for your time.***

As an entrepreneur, no doubt, you will also want to include some profit in your pricing, because...

***Profit allows you to reinvest in and grow your business; and to reward yourself for the long hours, hard work, and financial risks of business ownership.***



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

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

helping others coupled with a strong business sense. He wanted to find a way to raise money for charities by doing something he loves. He decided to start a business called "Sweat for Others", which is an event hosting company that specializes in sporting events.

Through "Sweat for Others", Devon has hosted tournaments in various sports such as Ultimate Frisbee and Table Tennis for charities including Big Brothers, Big Sisters, the IWK and the local food banks. "Sweat for Others" gets the community involved in athletic, while raising funds for those who need it. Devon runs his own events with the community in mind, but also works for individuals who need event hosting and planning.

Reach Devon via email at [devon@sweatforothers.com](mailto:devon@sweatforothers.com) or by phone at 1-902-754-1239.

business.

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

## Free Online Assessment Tool for Small Business

Not sure which internet technologies make sense for your business?  
Take the CheckYourTech online assessment for your FREE detailed report.

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**CheckYourTech™** is an online diagnostic tool for small business owners like you. It can help you better understand your options

for using the internet to support your business

You'll find CheckYourTech at [www.BusinessCheckup.ca](http://www.BusinessCheckup.ca)

*CheckYourTech was developed by XEDC with the support of Nova Scotia Rural and Economic Development and Tourism and Broadband Rural Nova Scotia.*

## More Resources for Small Business

[XEDC Website Resources](#)

[CheckYourTech Online Assessment](#)

[XEDC eLearning Centre](#)

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