

# Marketing Part 1: Developing Your Marketing Plan

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SMALL BUSINESS ESSENTIALS WEBINAR SERIES

# About SCORE

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As a resource partner of the SBA, we help small businesses by:



Providing free  
business advice  
and mentoring



Offering low or  
no-cost business  
training



Sharing free business  
templates and  
resources

# SCORE's Small Business Essentials Webinar Series

| Small Business Startup Task   | Planning Activity             | Webinar Name   | Mentor Meeting   |
|---|-------------------------------|--|--|
| <ul style="list-style-type: none"> <li>Understand the importance of business planning and the planning process.</li> <li>Create an "Value Proposition."</li> <li>Create a "Lean Canvas."</li> </ul>   | Basic Planning                | <b>Creating a Quick Business Plan</b>                        | Mentor Review & Feedback                               |
| <ul style="list-style-type: none"> <li>Choose your business entity.</li> <li>Make state/local business license applications.</li> <li>Determine your business insurance needs.</li> </ul>   | Creating a Business Structure | <b>Setting Up a New Business Entity</b>                      | Mentor Review & Feedback                               |
| <ul style="list-style-type: none"> <li>Define your target market. (Part 1)</li> <li>Create your product or service descriptions. (Part 1)</li> <li>Decide on your pricing strategy. (Part 1)</li> <li>Write your marketing message: value prop, benefits &amp; features. (Part 1)</li> <li>Create a promotional plan for your business. (Part 2)</li> </ul> | Creating a Marketing Plan     | <b>Marketing Part 1</b><br><br><b>Marketing Part 2</b>       | <b>Today's Webinar</b><br><br>Mentor Review & Feedback |
| <ul style="list-style-type: none"> <li>Calculate your startup costs.</li> <li>Project your sales for your first year of business.</li> <li>Create a projected P/L statement for the first year in business.</li> </ul>  | Creating a Financial Plan     | <b>Developing Financial Projections</b>                      | Mentor Review & Feedback                               |
| <ul style="list-style-type: none"> <li>Connect with your fellow entrepreneurs</li> <li>Introduce your business</li> <li>Start achieving your networking goals</li> <li>Walk away with new contacts</li> </ul>   | Network                       | <b>Networking: Building Connections for Business Success</b> | Mentor Review & Feedback                               |

- Webinars are focused on helping you complete the SB tasks; Mentoring provides advice and guidance to make the most out of the SB tasks
- Request a SCORE mentor at [www.score.org/find-mentor](http://www.score.org/find-mentor)

# Your Presenter



- **Christopher A. Taylor** enjoyed a 40+ year career in the insurance industry in a variety of leadership, strategic, and management roles, retiring from Zurich as Head of Healthcare and Financial Institutions. As a SCORE Mentor he uses his experience in working with entry level staff up through senior executives, to help entrepreneurs with all aspects of their journey including business planning, strategy, marketing, sales, and creative thinking.

# Webinar Objectives

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- Get started on your marketing plan:
  - Who will you sell your product/service to?
  - What's different about your business and/or product/service? What makes it unique?
  - Who are your competitors? How does your product/service compare?
  - How will you price your product/service?
  - How will you test this?
- When you leave today's webinar, you'll be able to begin drafting your marketing plan

# “Profiting” from the Webinar

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- Ask questions as we go along using the Q&A icon!
- Use these resources\*
  - PDF of the workshop presentation
  - Do your homework using the worksheet -- your planning guide to support you in making your decisions and plans
- We will not have time to fully resolve every issue so consider getting a SCORE mentor!

POLL

\*Links to workshop materials are posted on the webinar event page. A link to this web page was included in your registration confirmation email.

# Meet “The Dude!”



We will use fictitious companies to illustrate how typical clients make decisions and create plans.



# Agenda

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1. Introduction
- 2. Defining Your Target Customer and Value Proposition**
3. Researching the Competition
4. Developing Your Pricing Strategy
5. Messaging, Testing and Refining
6. Closing

# What is a Target Customer?

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- Your business will fail if you try to be everything to everyone
- Successful business do not do this
- What do they do?
  - Determine who they think will be their best customers and focus all their efforts on winning them over
  - Build their business to appeal to the shared needs, wants and “demand characteristics” of these targeted customers
  - Ignore the rest of the market.



# You've Defined your Target Customer. Now What?

- Learn everything you can about your targeted customers. Their likes, dislikes, behaviors, geographics, demographics, etc.
- Match your offerings and how you do business to appeal to these targeted customers.
- Promote your business to these targeted customers.
- Ignore the rest of the market.



# Your Target Customer – Shared Characteristics



- Behavioral Segmentation: Do they have a shared problem, behavior, past actions and/or purchases, preferences, activities, opinions, hobbies etc.?
- Demographic Segmentation: Are they alike in age, gender, marital and/or family status, income, education, occupation, etc.?
- Geographic Segmentation: Are they in the same geographic location?

Entrepreneurs often use a combination of these and other shared characteristic to define their targeted customers

# Your Target Customer – Business Customers



- Firmographics: (similar to Demographics for retail customers)
  - Do they have similar company size (by revenue, # employees)? Industry vertical? Location/geography?
  - Are they private or public?
  - Who are the decision makers? What is their Job position/ title? (Their demographics are important as well.)
- Behavioral Segmentation:
  - Are they alike in purchase history, frequency and average \$ value?
  - Are they price focused OR service/quality focused?

# Target Customer Examples

- **A bathroom remodeling service:**
  - Homeowners in the Richmond, VA area with houses older than 20 years.
  - Defined: Geographical, Demographic.
- **An all-natural gluten-free pancake mix:**
  - Buyers at natural grocery stores in Washington, DC that value sustainable organic products.
  - Defined: Behavioral, Geographical.
- **A social media marketing firm:**
  - Owner/CEO/COO of small firms in the region with revenues less than \$1M.
  - Defined: Firmographic, Geographical.
- **An IT security consulting service:**
  - CIOs and cybersecurity specialists at government agencies in the Washington, DC Metro Area.
  - Defined: Firmographic, Geographical.
- **A tattoo service in Richmond, VA for people with aichmophobia:**
  - People with a fear of needles who want a tattoo in the Richmond area.
  - Defined: Geographical, Behavioral.

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# Recap – Why is it Important to Target Your Customers?

- Target Customer → Best Customer → Ideal Customer
- Your Ideal Customers
  - Become Repeat Customers
  - Grow Loyal to your business
  - Refer your business to others
  - Are low maintenance
  - Upgrade to Higher Margin Offerings



# Defining Your Value Proposition



## **GREAT Example!**

After the webinar, watch the Mad Men “Carousel Pitch” (Search online)

- Why you are different and worth paying attention to?
  - Focus on what is important to your Targeted Customers
  - Highlight things that your business, product and/or service does extremely well
  - Highlight things that may be difficult for your competition to replicate
  - Try to hit an emotional chord
  - Communicate to customers in their words
- If you do not differentiate in the eyes of your targeted customers, why should they buy from you?

# Why is it Important to Differentiate?

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- Provides you with a way to separate your product or service from competitors in your market.
- Provides you with ways justify a higher price or provide a “better” product or service for the same price as competitors.
- Gives you ways to provide a more personalized product or service to special segment to customers.
- Note: Never compete on price only unless you have a technology or manufacturing advantage that cannot be easily copied!

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# Your Targeted Customers and Your Value

You run a small IT consulting firm specializing in cyber security. You target prime contractors who work for the Department of the Army. Why will they buy from you vs. your competitors?

| What Your Targeted Customer Wants  | Why They are Buying it From You   |
|--|---|
| The prime was recently awarded a large IT contract with cyber security work orders that they are not staffed to fulfill. | <ol style="list-style-type: none"><li data-bbox="861 711 2430 915">1. You have built relationships with the hiring manager, other executives and the purchasing group and are on their list of approved sub-contractors</li><li data-bbox="861 939 2430 1143">2. You and your team have performed well on prior work orders and the hiring executive knows you get the job done and are low maintenance.</li><li data-bbox="861 1168 1735 1236">3. Your prices are competitive.</li></ol> |

# Your Targeted Customers and Your Value

You sell high quality home appliances. You target busy and discerning customers. Why will they buy from you vs. your competitors?

| What Your Targeted Customer Wants  | Why They are Buying it From You   |
|--|---|
| A high efficiency household, electric space heater that will keep them warm and comfortable and will save them money | <ol style="list-style-type: none"><li data-bbox="848 625 2364 815">1. They didn't know anyone who sells these so they "googled" the terms. Your product had among the best reviews.</li><li data-bbox="848 839 2390 1029">2. They visited your website and found it clean and easy to follow. It was clear you are an expert in this area and that your clients (testimonials) love your company</li><li data-bbox="848 1053 2364 1186">3. You are more expensive than the competition, but they "get" the value and are willing to pay more.</li></ol> |

# The Dude's Target Customers & Value

- **My product/service is:**

- The Dude's – A Cowboy Chili Parlor and Old Time Saloon.

- **I will sell it to:**

- Families in the Charlottesville, VA area who are Tex-Mex fans and dine out regularly.
- Defined: Demographic, Geographical and Behavioral.

- **It provides them the value of:**

- Easily accessed, value priced family Tex-Mex dining in a fun cowboy experience.

- **My product/service is:**

- The Dude's School of Riding and Roping! One on one training on your horse at your stable.

- **I will sell it to:**

- People who own and ride horses within 25 miles of Devon, PA
- Defined by: Behavioral and Geographical.

- **It provides them the value of:**

- Increases rider's confidence and safety by improving their riding skills on their own horse.



**The Dude's Cowboy Chili Parlor**



**The Dude's School of Roping and Riding!**

# The Dude's Target Customers & Value – More Examples!



## **The Dude's Local Landscaping**

### **My product/service is:**

- The Dude's Local Landscaping – Landscaping services for local homeowners, specializing in maintenance contracts.

### **I will sell it to:**

- Homeowners in the Bergen and Passaic Counties NJ area who don't have the time and energy to maintain their own lawn and garden.
- Defined: Behavioral, Geographic

### **It provides them the value of:**

- Dependable lawn and garden maintenance services at affordable prices.



## **The Dude's IT Cyber Solutions**

### **My product/service is:**

- The Dude's – IT Security consulting for the DoD market

### **I will sell it to:**

- Prime contractors in the Washington, DC area who work on Dept of the Army projects and can not fully staff their cyber security needs internally.
- Defined: Firmographic, Geographic

### **It provides them the value of:**

- Supplemental staffing and cyber security expertise for the DoD.



## **The Dude's Indestructible All Weather Cowboy Hat**

### **My product/service is:**

- The Dude's Indestructible, All-Weather Cowboy Hat. The hat you can wear all the time -- for a long, long time.

### **I will sell it to:**

- Men and Women 40+ who work in continually changing weather and like a western style.
- Defined: Behavioral, Demographic

### **It provides them the value of:**

- A highly comfortable and stylish hat that is extremely durable and provides protection from the elements in all weather.

# Target Customer & Value Proposition Recap

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- Your Target Customer identifies your best potential customers.
- Your Value Proposition resonates with these customers.
- Target Customers share characteristics (i.e., behavioral, demographics, geographic, etc.).
- Use your Target Customer & Value Proposition to:
  - Test your product design.
  - Effectively promote your product.
  - Focus your resources.

QUESTIONS?



HOME  
WORK

Complete the Description of Your Target Customer and Value Proposition section of your Marketing Part 1 Worksheet

# Agenda

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1. Introduction
2. Defining Your Target Customer and Value Proposition
- 3. Researching the Competition**
4. Developing Your Pricing Strategy
5. Messaging, Testing and Refining
6. Closing

# Research Your Competitors

## Improve Your Product or Service With Observational Research of Your Competitors

- Check competitors' websites, rating/ review sites, social media, press releases, etc.
- Research their key players through searches and on social media, including LinkedIn.
- Purchase their services/products and if possible, visit their businesses.
- Understand their value proposition and targeted audience.



# Create a Competitor Comparison Chart

- Create a comparison chart with your company and your competitors names at the top and what you have learned in rows

|                             | My Company | Competitor A | Competitor B | Competitor ..... |
|-----------------------------|------------|--------------|--------------|------------------|
| Targeted Customers          |            |              |              |                  |
| Value Proposition           |            |              |              |                  |
| What Image do they Project? |            |              |              |                  |
| Service/ Products           |            |              |              |                  |
| Pricing                     |            |              |              |                  |
| - Strategy                  |            |              |              |                  |
| - Prices                    |            |              |              |                  |
| Differentiator              |            |              |              |                  |
| Promotional channels        |            |              |              |                  |
| Strengths                   |            |              |              |                  |
| Weaknesses                  |            |              |              |                  |

# Analyze Your Competitors

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- Have you discovered commonalities among the competitors? Sharp differences?
  - Direct day one competitors: These are the companies whose business models, message and promotion are most important to your company
  - Aspirational companies: generally larger companies that serve a similar market. Their methods may not be appropriate to your company on day one, but you can learn from them and they can help give you ideas about longer-term growth.
  - Collaborators: after research you discover that they are not direct competitors and that you may be able to work together for mutual benefit.

# Researching the Competitors Recap

Look for your competitors' strengths and weaknesses, missing features or services, etc. to understand how to create the most competitive and “valued” products for your targeted market.



Use this information to improve your value proposition, how you do business, your pricing, offerings, promotional channels etc.

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Complete the Competitor Research Section of your Marketing Part 1 Worksheet

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# Pricing Strategies

- Premium Pricing:
  - Competing at the higher end of the market or charging a higher price compared to your direct competitors.
- Market Pricing:
  - Having relatively the same price as many competitors.
- Low Pricing:
  - When you sell similar products as competitors at a lower price than your competitors.
- Value pricing:
  - Setting the price based upon the “value” the customer receives from the product or service. Used on truly unique products or services.



# The Dude's School of Roping and Riding

- Target Customer:
  - Families in Devon, PA who own their own horses and want convenient at home riding lessons by qualified instructors who bond well with their kids
- Competitive analysis:
  - Competitors are charging premium prices to bring their knowledge and experience to their customers homes.



**The Dude's  
School of Roping & Riding**



## The Dude's Pricing:

- Premium pricing
- Why? Value Proposition is similar to competitors who are charging premium prices
- Strategy is to win long-term customers to maximize customer lifetime value

# The Dude's Indestructible All-Weather Cowboy Hat

- Target Customer:
  - Men and Women 40+ who work in continually changing weather and like a western style.
- Competitive analysis:
  - Competitors selling similar products on Amazon charge \$35-\$60 per hat



**The Dude's  
All Weather Cowboy Hat**



## The Dude's Pricing:

- **Market pricing:** have competitive pricing with other brands selling in the Amazon marketplace
- **Why?** Drive high volume sales with distinctive features and quality



# Pricing Strategies: More Examples!

| <p style="text-align: center;"><b>The Dude's<br/>Cowboy Chili Parlor</b></p>  | <p style="text-align: center;"><b>The Dude's<br/>IT Cyber Solutions</b></p>   | <p style="text-align: center;"><b>The Dude's<br/>Local Landscaping</b></p>   |
|---|---|--|
| <p><b>Target Customer:</b></p> <ul style="list-style-type: none"> <li>Families in the Charlottesville, VA area who are Tex-Mex fans and dine out regularly.</li> </ul>  | <p><b>Target Customer:</b></p> <ul style="list-style-type: none"> <li>Prime contractors in the Washington, DC area who work on Dept of the Army projects and can not fully staff their cyber security needs internally.</li> </ul>  | <p><b>Target Customer:</b></p> <ul style="list-style-type: none"> <li>Homeowners in Bergen and Passaic Counties NJ who don't have the time and energy to maintain their own lawn and garden.</li> </ul>  |
| <p><b>Competitive Analysis:</b></p> <ul style="list-style-type: none"> <li>Applebee's: entrees priced between \$10-\$19, drinks \$2-\$6, Kid entrees \$6</li> <li>Olive Garden: entrees priced between \$12-\$19, drinks \$3-\$6, Kid entrees \$6</li> </ul>              | <p><b>Competitive Analysis:</b></p> <ul style="list-style-type: none"> <li>Sub-contractors charge comparable rates per labor category, with higher rates for harder to fill labor categories.</li> </ul>  | <p><b>Competitive Analysis:</b></p> <ul style="list-style-type: none"> <li>Local Landscapers : \$50-\$100 per mow depending on lawn size</li> <li>Design/Build Landscaper: Flat \$3K-\$4.5K for the mowing season</li> </ul>                   |
| <p><b>Pricing Strategy → Market Pricing</b></p> <ul style="list-style-type: none"> <li>Price competitively with the chains and compete with them on other factors.</li> <li>Why? Value Proposition is similar competitors and will not support premium pricing</li> </ul> | <p><b>Pricing Strategy → Market Pricing</b></p> <ul style="list-style-type: none"> <li>Price competitively with other cyber security sub-contractors.</li> <li>Why? The Dude's strategy is to become the prime's favorite subcontractor for hard-to-fill higher value labor categories</li> </ul> | <p><b>Pricing Strategy → Low/Market Pricing:</b></p> <ul style="list-style-type: none"> <li>Price at the low end of market for comparable services</li> <li>Why? The Dude's strategy is to lock in long term maintenance contracts.</li> </ul> |

POLL

# Understanding the Effect of Pricing on Profits

**The Dude's School of Roping  
& Riding**



## Important Product Pricing Terms

- **Gross Profit:** The profit a company has after deducting all variable costs from sales.
- **Gross Margin:** The difference between sales revenue and variable cost expressed as a percent (%).

| Fee Per 2-Hour Lesson                           | \$100          | \$150          | \$200          |
|---|----------------|----------------|----------------|
| COGs (Travel, Feed, Supplies)                   | \$30           | \$30           | \$30           |
| Gross Profit per Lesson                         | \$70           | \$120          | \$170          |
| Gross Margin %                                  | 70%            | 80%            | 85%            |
| <b>Gross Profit</b> from the Sale of 42 Lessons | <b>\$2,940</b> | <b>\$5,040</b> | <b>\$7,140</b> |
| Monthly Operating Costs (i.e., Fixed Costs)     | \$1,000        | \$1,000        | \$1,000        |
| <b>Net Income (Profit)</b>                      | <b>\$1,940</b> | <b>\$4,040</b> | <b>\$6,140</b> |

The Dude will start his market tests at \$150/lesson, then \$200/lesson. Based on his modelling he has concluded that he can not afford to sell at \$100/lesson

# Understanding the Effect of Pricing on Profits

**The Dude's Indestructible,  
All-Weather Cowboy Hat**



## Important Product Pricing Terms

- **Gross Profit:** The profit a company has after deducting all variable costs from sales.
- **Gross Margin:** The difference between sales revenue and variable cost expressed as a percent (%).

| Sale Price of Hat                               | \$30           | \$40            | \$50            |
|---|----------------|-----------------|-----------------|
| COGs (Hat, Fulfilment, Commission)              | \$22           | \$22            | \$22            |
| Gross Profit per Hat                            | \$8            | \$18            | \$28            |
| Gross Margin %                                  | 27%            | 45%             | 56%             |
| <b>Gross Profit from the Sale of 1,000 Hats</b> | <b>\$8,000</b> | <b>\$18,000</b> | <b>\$28,000</b> |
| Monthly Operating Costs (i.e., Fixed Costs)     | \$4,000        | \$4,000         | \$4,000         |
| <b>Net Income (Profit)</b>                      | <b>\$4,000</b> | <b>\$14,000</b> | <b>\$24,000</b> |

The Dude will start his market tests at \$40/hat. If that goes well, he will test at \$50/hat. His business is not viable at lower price points.

# Pricing Strategy Recap

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- Pick a Pricing strategy (premium, market, low or value). It must be consistent with your value proposition
- Determine your operating costs (costs that you incur even if you have no sales). Your goal should be to minimize these wherever possible.
- Research your competitors pricing – your prospective customers will.
- Understand your gross margin. This in conjunction with sales volume will determine whether your business will be profitable or not.



HOME  
WORK

Complete the Description of Your Pricing Strategy section of your Marketing Part 1 Worksheet

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QUESTIONS?

# Messaging, Testing & Refining

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- You do not need to have everything in place and perfect to begin speaking with prospective customers.
- What do you need?
  - A website to credentialize your business
  - Business cards – they do not need to be fancy to start
  - A short, well rehearsed “elevator” pitch, drawn from your Value Proposition, designed to appeal to your Targeted Customers



# Your Elevator Pitch

- Describes what you do in terms that will resonate with your targeted customer.
- Successful Elevator Pitches include these building blocks:
  - A first sentence describes who you are
  - A second sentence describes why your targeted customers should care.
  - If you get this “right” your targeted customers will be receptive to your subsequent thoughts
- Practice this with friends and your SCORE Mentor before reaching out to prospective customers.

**The Dude's School of  
Roping and Riding!**



*"I am the Dude from  
Dude's School of  
Riding and Roping. We  
provide one on one  
training on your horse  
at your stable."*

# Test with Friendly Audiences

- Once you are comfortable that you have a good foundation, reach out to a “friendly” potential customer in your targeted market
- Tell them what you are doing, give them your elevator pitch and listen to their feedback.
- Ask them for their business.
- Thank them for their time.



# Refine your Message

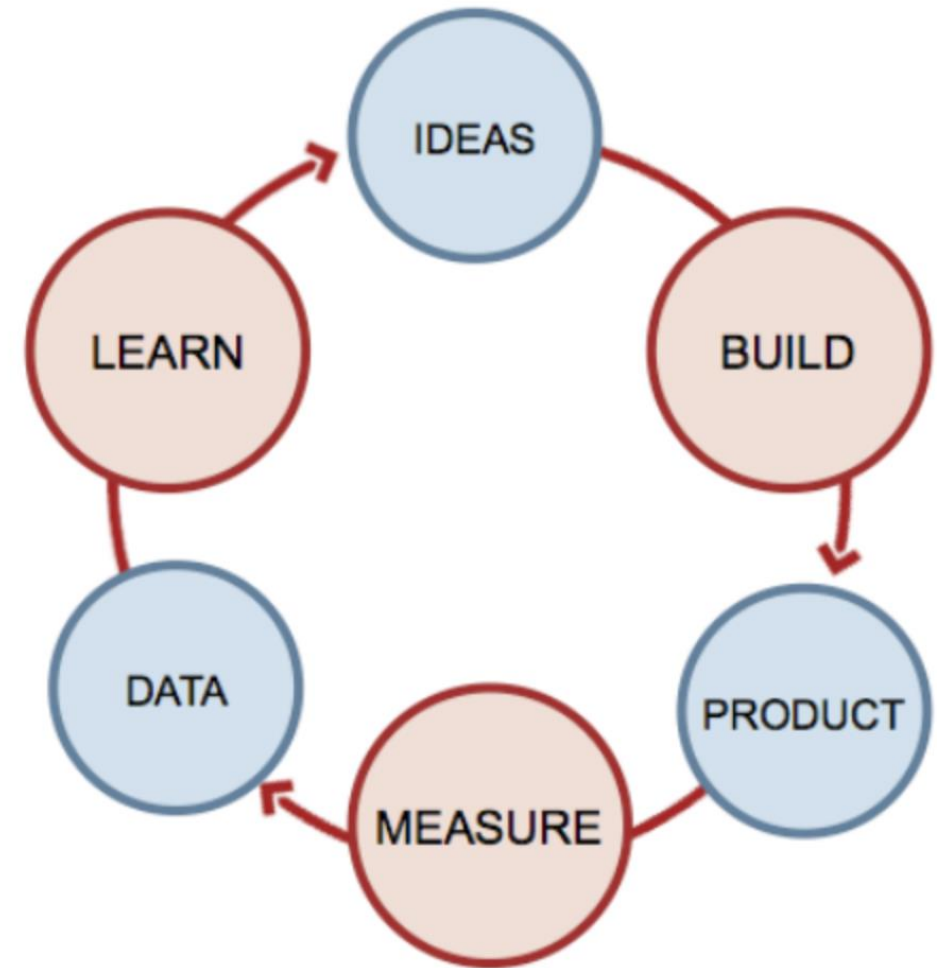
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- Conduct a “post-mortem” with your inner circle, describing feedback and lessons learned.
- Identify and document what you will change.
- If they are critical, make the changes immediately before reaching out to the next friendly customer.
- Reach out to the next “friendly”



# Update Your Message, Business, Product or Service

- Incorporate lessons learned
- Strengthen your Value Proposition and your Elevator Pitch
- Continue to meet with prospective customers to gain feedback
- Trialing is ongoing for the life of your business



# Testing Your Product/Service Design Will Make it Better!

## New product testing:

- **Informal methods** (less reliable)
  - Conversations with friends, family and/or suppliers, distributors, etc.
  - Demonstrations, private viewings
- **Formal methods** (more reliable)
  - Surveys, interviews or focus groups
  - Product testing
  - Piloting



**The Dude's  
Cowboy Chili Parlor**

- New products (recipes) are developed by the Dude & kitchen staff.
- Tested with staff, family and friends.
- Added to the menu as a “nightly special” to test response. (people who order are informally questioned after dinner).

# Testing Your Business, Product and/or Service Recap

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- Practice your pitch, first with friends, family and SCORE mentors, then with “friendly” prospective customers
- Listen to your customers, and continuously update your value proposition, product/service and messaging make them more effective in attracting your Targeted Customers
- Continue to test and refine, and pivot if needed, even after you are well established
- The ultimate goal is sales, repeat business and referrals.



HOME  
WORK

Complete the Message and Product/Service Testing sections of your Marketing Part 1 Worksheet

# Agenda

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1. Introduction
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# Successfully Marketing Your Business Part 1: Recap

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- Identify your Target Customer and build a value proposition that resonates with them.
- Research your competitors to learn what they do well and what you can incorporate into your business.
- Understand your costs and price appropriately to where you are positioned in the market. Ensure that you can run a profitable business at these prices.
- Test and improve your business model, product/service and messaging on an ongoing basis.

# Webinar Go-Do's

- Using your SCORE Marketing Worksheet, complete and review the following with your mentor:
  - Define your Target Customer and value proposition.
  - Conduct competitor research.
  - Determine your pricing strategies and begin product testing.
- Recommended: Take these two webinars next:
  - Marketing Part II: Promoting Your Business
  - Developing Financial Projections for Your New Small Business
- If you do not have a SCORE mentor, request one at [www.score.org/find-mentor](http://www.score.org/find-mentor)

**SCORE**  
FOR THE LOVE OF WORK

**MARKETING PART 1: DEVELOPING YOUR MARKETING PLAN WORKSHEET**

NOTE THIS IS A FILLABLE FORM. USE THE TAB KEY TO MOVE FORWARD OR PLACE YOUR CURSOR DIRECTLY IN THE SECTION BOX.

**DESCRIBE YOUR TARGET CUSTOMER AND VALUE PROPOSITION**

*If you attended the SBE Creating a Quick Business webinar, transfer this information from your Lean Canvas worksheet, and update / enhance as appropriate based on further analysis of your target market and unique value.*

MY PRODUCT/SERVICE IS:

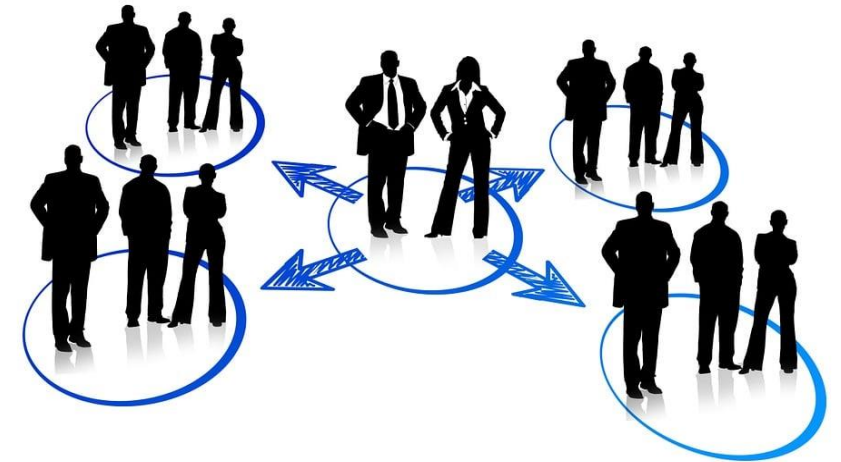
| TARGET CUSTOMER DEFINITION METHOD  | MY TARGET CUSTOMER IS: |
|--|------------------------|
| <input type="checkbox"/> Are your best potential customers alike in a shared problem, behavior or preference?<br><i>Behavioral segmentation: use their behavior, likes, past actions, hobbies, past purchases, activities and opinions to identify and group similar customers.</i>          |                        |
| <input type="checkbox"/> Are your best potential customers alike in age, marital status, income, occupation, etc.?<br><i>Demographic segmentation: use age, gender, family status, income, education, occupation to identify and group similar customers.</i>                                |                        |
| <input type="checkbox"/> Are your best potential customers alike in company size, industry vertical, etc.?<br><i>Firmographic segmentation: use revenue, # employees, industry vertical, legal structure (public/private), job position / title to identify and group similar customers.</i> |                        |
| <input type="checkbox"/> Are your best potential customers in the same location?<br><i>Geographical segmentation: use their location to identify and group similar customers.</i>  |                        |
| <input type="checkbox"/> Other _____   |                        |
|  |                        |

# JOIN OUR **NEW** MONTHLY NETWORKING EVENT

## Networking: Building Connections for Business Success

### What You'll Do in This 90-Minute Session:

- Connect with your fellow entrepreneurs
- Introduce your business
- Start achieving your networking goals
- Walk away with new contacts



### REQUIREMENTS TO ATTEND:

- ✓ Current SCORE Client with a Mentor
- ✓ Active Participant in the current Small Business Essentials Series

### **First Session Launches This Month!**

Moderated by a SCORE Mentor

✓ Free to attend | ✓ Interactive | ✓ Fun & Practical

# QUESTIONS?

# Helpful Links

- Find SCORE resources for small businesses at [www.score.org/templates-resources](https://www.score.org/templates-resources)
- Find more SCORE live and recorded workshops and courses at [www.score.org/get-business-training](https://www.score.org/get-business-training)
- Book an appointment with a SCORE mentor at [www.score.org/find-mentor](https://www.score.org/find-mentor)





# THANK YOU FOR YOUR PARTICIPATION



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