

# THE GREATER EDMONDS CHAMBER OF COMMERCE BUSINESS EDUCATION SERIES

11/10/09	10 Critical Steps That Could Make or Break Your Business	<u>Brad Worthley</u>
11/17/09	Get Your Business Back On Track	<u>Pam Jackson</u>
12/1/09	Tips on how to identify and implement the key components of marketing and advertizing that will benefit your business	<u>Rebecca Pro시오,</u> Seattle Times



*Succeeding in  
today's business*

7:30 am continental breakfast and networking.

8:00 - 9:30 am class with a Q&A portion.

\$20 per session.

City Hall - Brackett Room  
(3<sup>rd</sup> Floor), 121- 5<sup>th</sup> Ave. N,  
Edmonds.

Please RSVP by the Friday preceding the seminar to [chamberexec@edmondswa.com](mailto:chamberexec@edmondswa.com) or call 425-670-1496x3.

This is open to any business.  
We hope to see you there!

11/10/09	<p><b>10 Critical Steps That Could Make or Break Your Business</b></p> <p><b>Seminar Overview:</b></p> <p>Most business owners or managers know their craft or industry, but many have never been formally educated on how to create a company's vision and blueprint for long term success. How successful could they be if given the right tools and knowledge? Brad will cover the 10 critical steps that every business needs to know in order to dominate their competition. This session is targeted to anyone, from any industry, which owns or manages a business of any size. Some of the topics covered will include:</p> <ul style="list-style-type: none"> <li>· How to Create a Strategic Plan</li> <li>· Defining Your Unique Differentiating Factor</li> <li>· Setting S.M.A.R.T Goals</li> <li>· Non-Negotiable Service Standards</li> <li>· Hiring Right the First Time</li> <li>· Focusing on The Profit Chain</li> </ul>	<a href="#">Brad Worthley</a>
11/17/09	<p><b>Get Your Business Back On Track</b></p> <p>Seminar Overview:</p> <p>In spite of the economy, you CAN get your business on track by positioning your business strategically. In other words, start thinking like a CEO and treat your business as a wealth-building asset. Learn how to work "on" your business more than "in" your business to gain the freedom most entrepreneurs desire when they start their business.</p>	<a href="#">Pam Jackson</a>
12/1/09	<p><b>Tips on how to identify and implement the key components of marketing and advertizing that will benefit your business</b></p> <p>Gain useful knowledge on various topics including:</p> <ul style="list-style-type: none"> <li>· Organic versus sponsored or 'paid' listings</li> <li>· Google, Yahoo, MSN</li> <li>· Impressions versus click-throughs</li> <li>· Not all clicks are created equally</li> <li>· Branding versus convertible actions</li> <li>· How consumers search for your products and services</li> <li>· What constitutes a good keyword campaign</li> </ul>	<p>Rebecca Pro시오, Seattle Times</p> <p>An industry expert, that helps local businesses understand Search Engine Marketing</p>