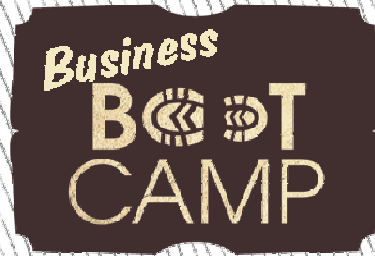


Small Business Survival Bootcamp



"Invaluable...!"

"The information in this referral program is invaluable to ANY business in ANY industry. You cannot afford to operate without this knowledge and resources."

**Rob Greene
RSM**

Saturday, April 25, 2009 – 8:30am to 5:00pm
Holiday Inn Toronto West, 100 Britannia Road East, Mississauga
(Just South of Hwy. 401 at Hurontario Street) – Free Parking

SALES

10 unique ways to GET and KEEP clients

PARTNERSHIPS

Joint Ventures EQUALS Passive Income

BRANDING

"Kick-Ass Branding" – Build a Business that truly is World Famous

LEGAL

Canada's Privacy Act
Why Does This Apply To Me?

RISK MANAGEMENT

Insurance? Me? YES! Why?

FINANCIAL MANAGEMENT

Do you know how to read, use and understand financial statements?

BUSINESS PLANNING

Do you have a Business Plan AND a Marketing Plan? Why Both?

TAX PLANNING

What can you legally write off as expenses on your taxes?

IMAGE MANAGEMENT

Are you, your graphic designer and printer all talking the same language?

WHY ATTEND THIS SURVIVAL BOOTCAMP?

Many entrepreneurs are experts in what they do and start a business without any formal training or experience in business management practices and principles (i.e. "the back room" activities). That is why so many businesses fail in the early years - (80% fail in year one and 80% of the survivors fail within five years) - not because of a weakness in their product or service, but because the business was not properly managed behind the scenes.

What do successful small business companies have?

- 1) Owners of successful businesses have developed personal characteristics that exhibit themselves in their business (i.e., branding, recognition, personality, etc.)
- 2) They have developed a business blueprint that clearly describes their business concept, their mission, their philosophy of business and their strategic business plan.
- 3) They have developed an organized structure – who does what, when, where, why, how and have written set goals.
- 4) They have developed an organized support system – using social media, networking, etc.

This Bootcamp will address these issues in an open collaborative environment. Whether you operate your business on your own or have staff, in these challenging economic times, you need all the survival skills you can muster.

Register NOW – Bootcamp available to the first 50 registrants.

Small Business Survival Bootcamp

Saturday, April 25, 2009 – 8:30am to 5:00pm



It doesn't matter how many times you fail. It doesn't matter how many times you almost get it right. No one is going to know or care about your failures, and neither should you. All you have to do is learn from them and those around you because... All that matters in business is that you get it right once. Then everyone can tell you how lucky you are. ~Mark Cuban

"Without Customers You Have NO Business"

PRESENTERS:

Alex Makarski - Small Business Marketing Expert (a "guru") and author of several books, including "Lifetime Customers – Real Profits."

David Tyreman - World Famous International Branding Expert, clients include: Tommy Hillfiger, Ralph Lauren, Old Navy, and more high-end brands.

Scott Kendall – Small Business Technology Specialist – Your Virtual IT Department.

Barbara Frank – President, Business Buffet. Learning how to read/understand financial statement, development of cash flows, sales and target customers

Paul Dawson – Small Business Insurance Specialist – Loyalist Insurance

Gerry Atkinson – Small Business Consultant with 32 years of corporate leadership experience in materials management and organizational development.

Seemant Thakkar, CGA/CMA– Small Business Accountant – Nawaz Taub & Wasserman, LLP

Richard Burke – 40 years as an entrepreneur. President, XioBiz Business Development Corp. and President, Brochure Place.com

Jim Kennedy – Customer Retention Specialist – Public Speaker and Corporate Trainer. Owner of "The Corporate Smile" Chair of Ambassador Committee, Mississauga Board of Trade.

REGISTER NOW !

**Bootcamp Available to
First 50 Registrants**

A full Saturday Session from 8:30am until 5:00pm

Holiday Inn – Toronto West

100 Britannia Rd., E, Mississauga (Just So. Of 401 at Hwy 10)

\$59 plus GST

*Including a **deluxe continental breakfast**
Fresh Fruit Tray, Assorted Danish, Muffin and Croissants,
Preserves, Assorted Fruit Juices, Coffee & Tea*

And all printed materials.

Participants will also receive

- ✓ *Subscription to Referral Marketing Newsletter*
- ✓ *"How To Get All The Referrals You Can Handle" (Audio CD)*
- ✓ *Hourly prizes and more....*
- ✓ *A FULL DAY BOOTCAMP of Survival Techniques*

Contact Jim Kennedy at (905) 858-9194

Or Email: Jim@TheCorporateSmile.ca

*to **register on a first-come basis.***

This seminar is not being globally advertised