

The City of
NEWPORT BEACH
 Corona Del Mar Chamber of Commerce
 Build As One

OWNERS | EXECUTIVES | MANAGERS
 The Economic Tide is Changing
RE-LAUNCH YOUR BUSINESS IN 2012!
 Attend this **FREE**
 Business Accelerator Workshop
 & Networking Event

This Highly Acclaimed and Award Winning
 Program is Facilitated by Opis Network
January 21, 2012 @ 8:30 am
 Oasis Senior Center
 801 Narcissus Ave
 Corona Del Mar, CA 92625

Event Schedule

08:30 a - 09:30 a Expo / Networking
 09:30 a - 09:45 a Welcome by the City
 09:45 a - 12:00 p Accelerator Workshop
 12:00 p - 01:00 p 100 Days Enrollment
 Business Matchmaking



GET ON TARGET ACCELERATE YOUR BUSINESS



Sponsored & Hosted by
The City of Newport Beach



Working Together to Empower & Transform
100 Businesses For 100 Days™

For More Information & to RSVP:
www.help100days.com

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949.495.6162
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RISK is greater for those who don't adapt to the new business rules in our POST ABUNDANCE economy - from chasing the wrong prospects and missing sales opportunities, to running out of cash. Understanding and adjusting to the current trends will minimize your risks and maximize your profits.

Attend this FREE 2-hour workshop to gain insight and implement strategies. You can also apply for the "Helping 100 Businesses for 100 Days™" scholarship that guides you to competitively reposition your business for 2010!

CURRENT TRENDS

Tougher to Get New Customers
 Americans Now Haggle
 People are Buying Smarter
 Depression Era Mindset
 Avoiding Stores & Going Online
 Quality, Price & Service is Not Enough
 Brand & Company Loyalty is Gone

10 ESSENTIALS for 2012

- 1 Competitive Positioning
- 2 Define Your Value Proposition
- 3 Find New Clients
- 4 Add Sales Channels
- 5 Build Affiliate Relationships
- 6 Reduce Ad Spending While Increasing Sales
- 7 Leveraging (online) Group Deals
- 8 Social Media Strategies
- 9 Organic (almost free) SEO Strategies
- 10 100 Mad Days of Accountability

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