

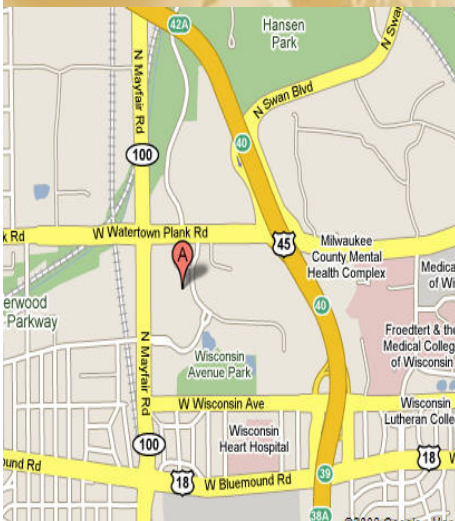
**SCORE SE Wisconsin
Presents a Business Workshop
Part of the Marketing Series**

**Marketing 101; Creating
an Actionable Marketing**

**Coming on:
Thursday,
September 16, 2010
9:00am-Noon
at the**

**Milwaukee County
Research Park
Room 121
10437 Innovation Dr.
Wauwatosa, WI 53226**

**Fee: \$35 per person
\$20 for 2nd. person**



To Register:

- Visit our Web Site:
www.scoresewisconsin.org
(Go to Workshops)
- Call: 414-297-3942

Mail Check To:
SCORE
310 W. Wisconsin Ave
Suite 425
Milwaukee, WI 53203

**Fee: \$35 per person
\$20 for 2nd. Person**

About this session

The marketing plan encompasses far more than running an advertisement or creating a website. This workshop details how you look at your business from a broad prospective that leads you to sound decisions on spending your promotional dollars. The ultimate objective of a marketing plan is to profitably grow your business. Learn how to prepare this comprehensive marketing plan.

**This workshop is targeted at both
start up and existing businesses.**

**SCORE workshops are presented by
experienced SCORE instructors with
extensive experience and knowledge
of the subject matter.**

Contact **SCORE** to find out about free and confidential counseling and about business workshops and seminars.

Review all of our workshops on our web site:
www.scoresewisconsin.org

**HIGHLIGHTS
You'll Learn:**

- Requirements for completing a marketing plan
- The differences between marketing and promotion planning
- How to analyze your sales data
- How to prioritize spending between current and new users
- How to budget and adjust your promotional spending
- What constitutes an effective promotion