

The Small Business Toolkit Management + Marketing

Tools to Strengthen Your Small Business in Tough Economic Times

Uncertain economic times can create opportunities for small businesses – if you're prepared. In times like these, business owners must focus on those matters that will have the biggest impact on the bottom line, while taking advantage of new opportunities offered by emerging internet technologies and new growth industries. In this six-part training series you'll learn about proven tools used by successful firms to make smart business decisions. You'll also learn how to use traditional and new online marketing tools. Our classes are taught by small business owners who understand the unique needs of small businesses like yours.

In every session
you will develop
practical tools
that you can start using
immediately.

Business Management

Module 1: Strategic Planning

You had a vision when you decided to open your business. Now you must translate that vision into action and share it with clients and customers. Without a clearly defined vision and clear values for operating your business, your growth, impact and earnings will be limited. This workshop will help you turn your vision into a clearly defined long-term strategic plan.

Module 2: Operational Planning

Once your strategy is defined you must focus on action steps for the next twelve months. This workshop will help you to clearly define what the firm will accomplish, how and when this will take place and who will be held accountable, including specific actions and resources required to accomplish these results.

Module 3: Monitoring Progress – General Tools

When you are driving to a destination, you periodically have to check the map to make sure you're still going in the right direction. In the same way, your small business needs a way to determine whether you're achieving the goals set out in your plans. In this workshop you will learn how to measure the things that matter the most. More importantly, you'll learn how to do it in a way that it becomes part of your culture, not a burden.

Marketing

Module 1: New online tools for small business marketing

What do blogs, YouTube, podcasts and MySpace have to do with your small business? A lot. Increasingly, businesses are using emerging online technologies to position their business and connect with customers. This workshop will explore these tools and how small businesses can use them.

Module 2: A blog for your biz

Many small businesses are using blogs to establish a presence online. They're easy to use, you don't have to hire a techie, and best of all, they're very low cost. Learn how blogs work, and how you can use one to market your products and services and connect with customers. Bring a laptop with wireless capability – we'll start your first blog in class.

Module 3: Traditional media toolkit

Learn what you need to run a well-targeted traditional media campaign, from press releases to identifying the best media outlets for your business. At the heart of your media campaign is the press release. Writing one is a little bit science, and a little bit art. This workshop will show you how to write like the pros and build your media toolkit.

Locations

The full series is offered at two locations in Los Angeles:

Brentwood:
The Angeleno Hotel
170 N. Church Lane
Los Angeles, CA 90049
www.jdvhotels.com/hotels/angeleno

Glendale:
The American Red Cross
1501 S. Brand Blvd.
Glendale, CA 91204
www.arcglendale.org

Dates

Brentwood:	
Business Management	Marketing
Module 1: April 17	Module 1: May 8
Module 2: April 24	Module 2: May 15
Module 3: May 1	Module 3: May 29

Glendale:	
Marketing	Business Management
Module 1: April 17	Module 1: May 8
Module 2: April 24	Module 2: May 15
Module 3: May 1	Module 3: May 29

Please note: There are no classes May 22.

Times

Fridays from 8:00 am – 12:00 noon

Pricing

Tuition for the entire series is \$975 per participant. Continental breakfast and parking are included. Your tuition pays for the seat for the series. You may send the same person to all six sessions or different staff to different sessions, according to your needs. A limited number of seats are available for individual Tracks (Business Management or Marketing). Please contact us for more information.

How to Enroll

To enroll online, visit www.fraisolutions.com. A limited number of seats are available in both locations. Please note that your place will not be confirmed until payment is received.

Cancellation Policy

No refunds will be awarded after April 03, 2009.

For Additional Information

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FRAI Solutions Inc.

Fundamental Resources for Advancement and Innovation

Frequently, management consulting firms are costly and out of reach for the business owners. With FRAI no decision is too small or too large - from creating new positions to launching an entirely new business. We improve business effectiveness and efficiency. FRAI's fresh, objective outlook helps clients make better decisions by analyzing all financial, legal, organizational and procedural factors.

Our clients don't just become aware of the financial impact of their actions, but come to understand all elements of their operations. FRAI bases our decisions on solid fundamentals, analyzing each client's situation personally and systematically, and processing all internal/external factors affecting performance.

The solution developed by our team will fit your unique situation and will be easily implemented. It will help you successfully achieve your desired goals. FRAI will discuss options in a few hours, or we'll engage in a results-oriented project, depending on your business needs. FRAI delivers a combined 200 years of relevant expertise. Our seven-member team of experts consistently delivers outstanding results.

Dr. Antonio J. Gallardo (PhD, Lehigh University) has more than twenty years experience serving in executive positions both in for-profits firms and non-profit organizations in Venezuela, Japan and the United States. His areas of expertise are strategic and operational planning, systems analysis, development of customized business solutions, organizational effectiveness, business development, human resources management, financial management and mission oriented business management. In 1992 he won an award from the Japanese government for his potential as a future global leader, and in 1993 he won an award as the most promising young businessman in his home country Venezuela. In addition to consulting, Dr. Gallardo teaches in the UCLA Extension's Engineering and Technical Management Program. Dr. Gallardo is the founder of FRAI Solutions.

Bronwyn Mauldin (MPA, University of Washington) created and writes the WorkforceDevelopments.com blog on workplace and labor issues. She teaches classes on how to use web 2.0 tools like blogs and podcasting for marketing and promotion, as well as courses on traditional media outreach. She has taught courses to the UCLA Extension Writers' Program, California Workforce Association, Writers at Work, and the Greater L.A. Chapter of the Society of Professional Journalists. She has more than fifteen years management experience in workforce and economic development. Ms. Mauldin is a small business owner and an affiliate of FRAI Solutions.



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