

**Entrepreneur News**

**New Workshop Series for Entrepreneurs Launched!**

CFDC of Sun Country is launching a series of business workshops this spring. Whether you are just testing the new business waters, or already have both feet wet – you may want to take advantage of this opportunity to learn some new skills and/or hone the skills you already have. Check page 4 for more details!



As planning continues for the upcoming year, we would like to hear from you about any other workshops you would like us to offer. If it is something we can do, or can arrange through this office, we will certainly be open to suggestions.

Contact the office at 453-9165 or e-mail us at [vision@cfdcusercontent.bc.ca](mailto:vision@cfdcusercontent.bc.ca).

*Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it.*  
Lou Holtz

**In This Issue**

Guerrilla Marketing.... P.2

Technology Tips ....P.3

Workshop Dates/Sign up Information...P.4

**We're open for business. Let us help you with yours!**

Business Hours : Monday – Friday  
8:30 AM – 4:30 PM  
Closed for lunch 12:00 – 12:30 PM

**We offer to new and existing businesses:**

- Free & Confidential Business Counselling
- Business Loans
- Computers with Internet Access
- Business Resource Library
- Bookkeeping Service on a cost recovery basis

CFDC of Sun Country Box 1480, 310 Railway Avenue, Ashcroft, BC V0K 1A0  
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## Guerrilla (Not Gorilla) Marketing

(from Wikipedia)

### Book of the Month Guerrilla Marketing for the Home-Based Business

By Jay Levinson &  
Seth Godin

Marketing is key to your  
success, according to au-  
thors Levinson and Godin.

This book:

- Reveals the secrets of successful home-based entrepreneurs.
- Offers time and money saving strategies.
- Outlines eleven proven methods drawn from real life experiences. They say “think like a guerrilla. Use your size and speed to your advantage. You have opportunities to create profitable niches in businesses that everyone else believes are saturated.”

(Book available in Sun Country Resource Library)

Guerrilla marketing, as described by Jay Conrad Levinson in his popular 1982 book *Guerrilla Marketing*, is an unconventional way of performing promotional activities on a very low budget. Such promotions are sometimes designed so that the target audience is left unaware they have been marketed to and may therefore be a form of undercover marketing (also called stealth marketing).

It is up to the guerrilla marketer to be creative and devise unconventional methods of promotion. He must use all of his contacts, both professional and personal, and must examine his company and its products, looking for sources of publicity. Many forms of publicity can be very inexpensive, and others are free.

It is argued that if one uses guerrilla tactics, one will find one's small size an advantage. One will be able to obtain publicity more easily than a large company. One will be closer to one's customers and more agile.

Levinson identifies the following principles as the foundation of guerrilla marketing:

- Guerrilla Marketing is specifically geared for the small business.
- It should be based on human psychology instead of experience, judgement, and guesswork.
- Instead of money, the primary investments of marketing should be time, energy, and imagination.
- The primary statistic to measure your business is the amount of profits, not sales.
- The marketer should also concentrate on how many new relationships are made each month.
- Create a standard of excellence with an acute focus instead of trying to diversify by offering allied products and services.
- Instead of concentrating on getting new customers, aim for more referrals, more transactions with existing customers, and larger transactions.
- Forget about the competition and concentrate more on cooperating with other businesses.
- Guerrilla Marketers should always use a combination of marketing methods for a campaign.
- Use current technology as a tool to empower your marketing.

*More tactics on Page 3*

### Sun Country Staff

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General Manager

**Jackie Tegart**  
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**Ian Wiebe**  
Business Dev. Officer

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Accounting Clerk

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Receptionist

The most important word in the vocabulary of advertising is TEST. If you pre-test your product with consumers, and pre-test your advertising, you will do well in the marketplace.

*David Ogilvy*

## Guerrilla marketing tactics Cont'd

Although there are many unconventional marketing techniques, the following is a sample:

- Word of mouth campaign
- Reaching the consumer directly through their daily routine
- Personal canvassing
- Telemarketing by all members of the firm
- Personal letters
- Advertisements in the Yellow pages
- Personal meetings
- Circulars and brochures distributed at parking lots, homes, offices, malls, etc.
- Classified ads
- Ads in local community newspapers
- Billboards
- Truck and automotive signs
- Direct mail campaigns
- Seminars, lectures, and demonstrations
- Searchlights
- Flags and banners
- T-shirts
- Matches, pens and calendars
- Advertisements printed on your own as well as other stores' receipts

***“Marketing is not an event, but a process.”***

To learn more about Guerrilla Marketing check out the web site: <http://www.gmarketing.com/articles/read/13/>. This site is home to Jay Conrad Levinson, the guru of the concept and is full of interesting, informative articles and ideas. It's a great place to start when you're brainstorming your own marketing plans for the upcoming year!

Even if you are on the right track, you'll get run over if you just sit there.

James Baldwin

If one does not know to which port one is sailing, no wind is favourable.

*Lucius Annaeus Seneca*



### Technology Tips

**Gain control of your phone time** by leaving messages that specify the best time to reach you. Example: “Please call me back between 2 p.m. and 3 p.m. when I'll be at my desk.”

**When designing** a form that you might be faxing, fax the form to yourself to see if the design is working. If it's difficult to read any of the form after it's been faxed, you should rework it.

**Before you buy a computer** or software, call the maker's toll-free help numbers. Reason: If you can't get through or must hold a long time, you'll be better able to decide which companies you don't want to deal with.

**Apply the “10-minute” e-mail rule:** If it takes you longer than 10 minutes to compose your message, it's probably too long. Messages that take more than 10 minutes to write are probably better suited to a memo, report or private meeting.



From the *Communications Briefings: Ideas that Work* Newsletter

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**The**  
**Sun Country**  
**Region**  
**Includes:**

Ashcroft  
Boston Bar  
Cache Creek  
Clinton  
Hope  
Lillooet  
Logan Lake  
Lytton  
Savona  
Spences Bridge

## Upcoming Workshops

### Business Planning

Learn how to work through the steps in putting together your business plan. The key to starting a new business is getting the idea clearly down on paper so that you can see for yourself and show others exactly what you plan to do. This will give you an opportunity to 'play' with the numbers, work out best and worst case scenarios, determine who your competitors are, do pre-planning around marketing, staffing, cash flow, etc. It is not uncommon that people forgo this planning stage – thinking that they know enough about their chosen business to jump right in, but invariably this can result in surprises down the road. This informal workshop will allow for plenty of opportunities for questions and answers.

**Thursday May 11: 10:00 am —1:00 pm**

**Wednesday May 24: 6:00 pm—9:00 pm**

### Marketing Your Business

Once you have your business down on paper, you will need to put your marketing plan together. Find out from this informative workshop how to go about getting your name and your product 'out there'. Workshop will include topics such as print advertising, market research and using media effectively.

**Thursday June 8: 10:00 am—1:00 pm**

**Wednesday June 21 : 6:00 pm—9:00 pm**

### Understanding Financial Statements.

Learn how to read and use financial statements for decision making and capital investment. Take the guess work out of business analysis.

**Beginning this fall : Date tba**

**To sign up for a workshop—or to get your name on a list to receive updates, please contact the office at 453-9165 (Toll Free: 1-800-567-9911) or by e-mail at [vision@cfdcsuncountry.bc.ca](mailto:vision@cfdcsuncountry.bc.ca).**

If you receive the Entrepreneurs in the mail and would prefer to receive it by e-mail, drop us a note at [vision@cfdcsuncountry.bc.ca](mailto:vision@cfdcsuncountry.bc.ca) and we will add you to the electronic list.

## **Attention All Business Owners In The Sun Country Region!**

**Please send your business cards to our office  
And we would be happy to display them for you.**

Box 1480, 310 Railway Ave. Ashcroft, BC V0K 1A0