

# Enterprise Development Group



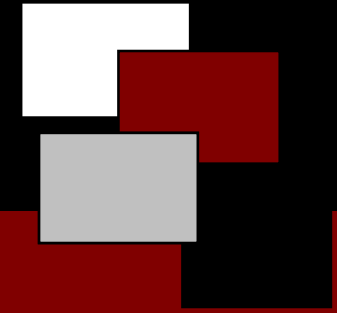
**Today's Enterprising Woman**  
*Business Symposium June 2005*  
*“Creating & Building Your Own Wealth”*

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**Today's Symposium is Sponsored  
by  
*Enterprise Development Group*  
Host - Michelle Brandon  
*Vice President of Program Services***

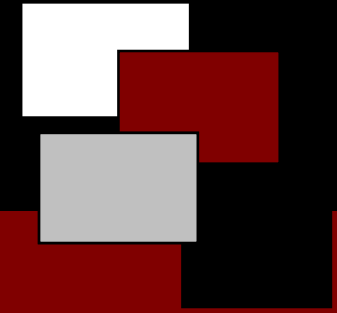
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**Our Purpose Is To Inspire  
The Creation Of Wealth Through  
*Entrepreneurship***



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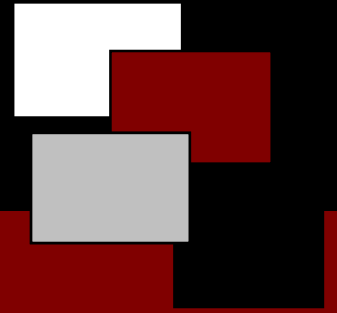
**Our Goal:** To Develop Aspiring Entrepreneurs

**Our Objective:** To Provide Tools & Resources

**Our Mission:** To Facilitate *Your* Success



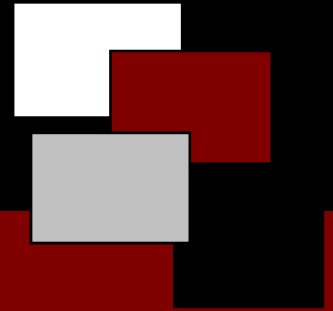
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The Purpose of this Business Symposium is to:

- ✓ Inspire & motivate you to take control
- ✓ Share ideas & open doors to new opportunities
- ✓ Eliminate fears that keep most of us from success
- ✓ Surround you with other aspiring & successful leaders
- ✓ Stress the importance of setting goals & taking action
- ✓ Support each others business efforts

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## Monthly Schedule

- ✓ Every month we focus on a theme for your success
- ✓ Every we examine the EDG Keys to Success
- ✓ BO's have an opportunity to showcase their business
- ✓ All participants have an opportunity to network
- ✓ You will be surveyed to help us determine your needs

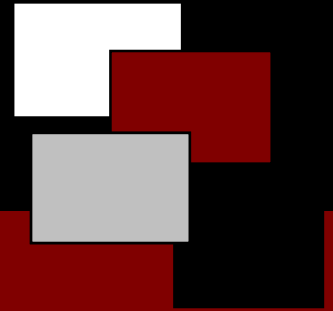
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## ***EDG Keys to Success***

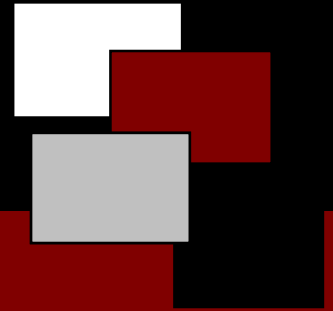
- Ø **Envision Your Success:** Imagine yourself already there
- Ø **Set Your Goals:** Long Term 3–5 Year Plan
- Ø **Plan Your Strategy:** *Include* 2–4 Streams of Income
- Ø **Work Your Plan:** 2–4 hrs Per Wk—No Matter What
- Ø **Develop Yourself:** Read, Listen, Seek & Share Information

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## *Business Success of the Month*

- Ø Recognition for meeting your business goals
- Ø A winner is announced at monthly symposiums
- Ø Accomplishments are posted & acknowledged
- Ø Winner is featured during the next symposium
- Ø Winner receives gifts & incentives
- Ø Winner is eligible for entrepreneur of the year

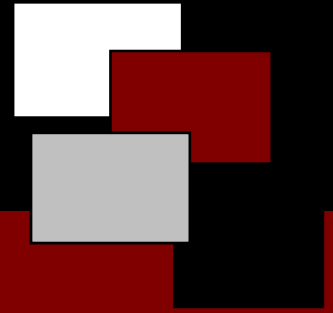


## *Theme of the Month*

### **Developing a Loyal Customer Base**

- *What does marketing mean to You?*
- *Where do you plant the seeds to get the cash flowing?*

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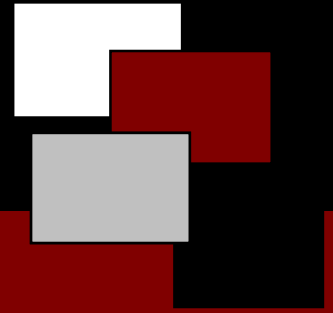


## *Marketing You*

### **Customers Observe & Judge:**

- Ø Your presentation, appearance & confidence
- Ø Your knowledge about your product
- Ø Your commitment to service your customers
- Ø Your communication skills, *including* listening
- Ø Your professionalism & body language
- Ø Your attitude, positive *and* negative

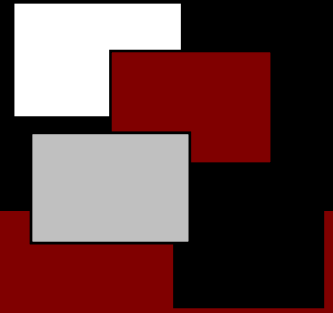
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## *Sharing Marketing Strategies*

**How do you market *your* business?**

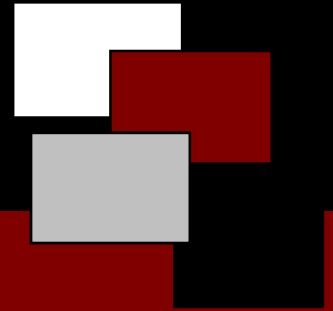
*(Business Showcase)*



## *9 Keys to Successful Marketing*

<b>Develop a Marketing Plan &amp; Work It</b>		
Leadership	Listening	Teamwork
Coordination	Focus	Accountability
Flexibility	Continuity	Insight

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*Business Exchange*

*1:00 p.m.–1:30 p.m.*