

Counseling at Local Business Office --

SCORE

Southwest Florida SCORE 219

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SCORE Web Site: <http://www.score219.org>



FOR THE LIFE OF YOUR BUSINESS

## Attention Fort Myers and Surrounding Area Businesses

!!!!

The SCORE organization is pleased to present **TWO** FREE workshops on  
**Saturday, February 25<sup>th</sup>**

**11:00 a.m. – 12:30 p.m.**

### ***EXPORTING: INCREASING PROFITS, AVOIDING RISKS: Part 1. Of a Series***

***By Antoinette Vazquez, International Business Consultant with Over 30 Years Experience***

**A Step-by-Step Analysis on Whether Exporting is Right for Your Business:**

- The Basics of A Successful Export Marketing Strategy
  - Minimizing Financial Risks
- Operational and Organizational Changes That May be Necessary
  - Export Assistance Resources in Florida

**\*\*\*\*\* Join Us for a Complimentary "Light Lunch" between Workshops \*\*\*\*\***

**1:15 p.m. – 3:00 p.m.**

### ***EVERYTHING I WISH I KNEW BEFORE TAKING MY BUSINESS ONLINE***

***By Ken Schmidt, Owner of National Consulting Firm with 95% of its Clients from the Web***

**A Step-by-Step Analysis on How to Build an Online Presence**

- R.I.P. Phone Books and Newspapers: Every Business Needs a Website
- Thinking Long Term: 5 Website Tasks for Week One to Support Year One in Business
  - Website Design: The Easier and Less Expensive Approach
  - Now Open: How to Get New Business to Your New Website
  - Moving Forward: Free Marketing Tools to Grow Your Website

**Location: Three Fishermen Restaurant (in the Best Western Hotel)**

**([www.threefishermenseafood.com](http://www.threefishermenseafood.com))**

**13021 N. Cleveland Avenue, N. Fort Myers, Florida 33903 (Next to the Caloosahatchee River)**

#### **This Event Supported By:**

- SW Florida Business Today Newspaper
- [Fort Myers News-Press](#)
- [Preferred Community Bank](#)
- [Sam's Club / Walmart](#)
- Other Businesses & Community Organizations

#### **RSVP NO later than Monday, February 20th**

Contact Ed Gardner, SCORE at  
e-mail: [ed-gardner@comcast.net](mailto:ed-gardner@comcast.net)  
or phone: (239) 322-7283 to make your  
reservations. Please indicate the workshop(s)  
you plan to attend.