

# NewsWire

February 18, 2009

## HELPING ENTREPRENEURS AND BUSINESSES GROW AND SUCCEED

A joint program of the Labovitz School of Business and Economics, Natural Resources Research Institute, and Swenson College of Science and Engineering.



Once a year, we gather to honor business leaders in the Twin Ports and Arrowhead Region for the contributions they make to our community every day.

**PLEASE TAKE A MOMENT TO NOMINATE A DESERVING ENTREPRENEUR.**

The UMD Center for Economic Development is seeking nominations in the following categories:

- **Micro-Entrepreneur**  
(2-5 years in business, less than 5 employees)
- **Emerging Entrepreneur**  
(2-5 years in business, more than 5 employees)
- **Established Entrepreneur**  
(5-15 years in business)
- **Mature Entrepreneur**  
(15+ years in business)
- **Innovation Award**  
Creating value by implementing a new idea or technology

## Marketing During a Recession

**If your members could hear a speaker that could help them create an untouchable competitive advantage, using high-impact, profitable, take-it-to-the-bank, low or no cost marketing tactics, what would it be worth to them?**

By Al Lautenslager, Author, **GUERRILLA MARKETING IN 30 DAYS**

Read the letter below from Barak Obama about Guerrilla Marketing for businesses and professionals during these recessionary times.

To Small Business Owners, Managers and Marketers Everywhere:

As President Elect, I am getting constant questions, not only from Joe the Plumber but from others like you that are concerned about doing business in this **current climate**. I offer you the following from Al Lautenslager, Author, Speaker, Business Owner, Consultant and Guerrilla Marketing Coach:

Is the current tough market the right time to be cutting your marketing budget? Not if you want your business to get through the current economic downturn and be in the right position for when the economy does improve!

**Tough times are actually your best opportunity to reach out to your customers.**

Your competitors are probably cutting their marketing as an expense so you can be a step ahead of them with consistent marketing.

Knowing where to start is a challenge that most businesses have when it comes to marketing. Many try to do too much. Many can't find a starting point. Many don't know enough to begin. If that is the case, get help. Research online documents and sources. Hire a coach or consultant.

No one has faith in your product, service or business like you do. Let the world know whether times are tough or not. Now is the time to reach out and talk to your prospects and customers about the times now and what will happen once the upswing hits.

Test markets, test products, test marketing, explore ideas right now. Build relationships and you will be poised to be at the right place at the right time.

Do inexpensive and free marketing now. Use the internet to generate free marketing and awareness. This includes writing and submitting articles, posting comments on blogs. Issue online press releases.



# NewsWire

UMD Center for Economic Development

Call for Nominations (Cont.)

**To make a nomination, visit**

[www.umdced.com/lab0](http://www.umdced.com/lab0).

Deadline for nominations is February 28, 2009.

Questions? Call 218-726-7975 or email [slarson@umdced.com](mailto:slarson@umdced.com).

## **AWARDS CEREMONY AND LUNCHEON:**

April 21, 2009

11:30 am – 1:30 pm

DECC

Reserve online:

[www.umdced.com/lab0](http://www.umdced.com/lab0)



**FEBRUARY 26, 2009  
INN ON LAKE SUPERIOR  
350 CANAL PARK DRIVE  
8:00 AM – 5:00 PM**

Join architects, engineers, contractors, facility managers, technicians, and testing agencies for a day of continuing education and discovery. This conference focuses on economic development in the green economy, regional building, testing requirements, and green building standards and codes.

In this changing market, how will your projects change due to the new environmental goals? Planning a new building? What funding opportunities are available for green projects? What economic development initiatives are taking place in the region? What is the role of testing and inspections? What changes are on the horizon? What has been learned from green home building projects that can be utilized in commercial buildings? How is the green economy affecting our region? Where are the opportunities? How will standard building practices change? Or will they?

## *Marketing During a Recession (Cont.)*

Use e-mail marketing to your own list. Hook up with a joint venture partner and do joint e-mail marketing. Position you and your business as the go-to resource, the expert in your industry and someone who is helpful and valuable at the same time. Be careful of too much self promotion here.

Guerilla marketing is using unconventional marketing and free marketing to reach conventional business goals. Use direct mail. Resurrect your networking. PR works all the time. When employees have idle time, use them to go to a busy area and hand out your marketing material. Include a free notepad.

Figure out anyway to put your message directly into the hands of target market. Make a compelling offer that will motivate people to take action; to contact you and to eventually want to buy from you.

Market Online. Create your own blog. Participate in all the social marketing sights. Drive traffic to your website with an offer of a free report or checklist or guide exemplifying your expertise and value offering.

Capture the email addresses of those visiting your website and market continuously to them. Give a lead, get a lead. Don't forget to ask for referrals. leads.

Fusion Marketing; aligning with another business. Other businesses are looking for creative ways to market as well. Work together with those that have a similar prospect base as you and reach them together. Find other businesses that don't compete with yours and see about exchanging some flyers, trading leads or traffic, or offer brochures or a banner that promotes your respective businesses.

Communicating news to the media can be a very effective way to bring attention to your business. Do this with a press release. If you can't write a press release, contact me. If you don't know who to contact, contact me. Provide information that is of interest to your community, provides news or information of value. Do not submit a press release that is promotional or self serving. Do this continuously and enjoy the fruits of PR.

These are just a few ideas. Find ones that work for you and implement one, two or three of them. If they work, repeat them. If they kind of work, fix them. If they don't work, get rid of them and do something that works.

For a video postcard: [www.youonyourwebsite.com/Al/Postcard.html](http://www.youonyourwebsite.com/Al/Postcard.html)

For more information or to schedule a presentation, please email:

[al@1-800-inkwell.com](mailto:al@1-800-inkwell.com), [AlLautenslager@aol.com](mailto:AlLautenslager@aol.com), or call: 630-740-1397.

## **PROJECT GATE II** Growing America through Entrepreneurship

**Have you recently lost your job through no fault of your own?  
Are you at least fifty years of age?  
Are you interested in starting your own business?  
If so, Project Gate II may be able to help.**



Project Gate is a program sponsored by DEED, the MN Department of Employment and Economic Development, to help dislocated workers 50 years of age and older decide if they want to start a business. Project Gate does not provide loans, but does provide the opportunity to gain the skills needed to start a business.

Anyone who fits the criteria of a dislocated worker and is age 50 or older is encouraged to talk with a Dislocated Worker Program Counselor. The counselor will enroll you in the

## Building Green (Cont.)

### WHO SHOULD ATTEND?

- Developers
- Project Owners
- Engineers
- Facility Managers
- Technicians
- Architects
- Professional Builders & Contractors
- Construction Project Managers
- Individuals Interested in Economic Development

### Space is Limited to 150 Attendees

To register: 218-726-7298 or [www.umdced.com](http://www.umdced.com).

For more information: Jeff Borling, 218-740-3667 or email: [jboring@apexgetsbusiness.com](mailto:jboring@apexgetsbusiness.com).

## Project Gate II (Cont.)

program and have you take a pre-assessment to determine your strengths and weaknesses. You will then attend an orientation seminar given by a Small Business Development Center (SBDC) consultant.

After the orientation you and your Program Counselor will make arrangements for you to meet one-on-one with an SBDC consultant, who will work with you to determine what educational opportunities would help you get started on a business plan. This program is offered throughout Minnesota. All Workforce Centers are participating in the program and a prospective applicant just needs to get in touch with a Dislocated Worker Program Counselor to start the process.

This is a six step program to starting a business which consists of the following:

1. Contact a Dislocated Worker Program Counselor.
2. Take the "How ready am I to Start a New Business Self Assessment Tool"
3. Attend an Orientation Session at the Workforce Center.
4. Complete a "Business Readiness Assessment" with the assistance of an SBDC consultant.
5. Work with the Work Force Center Counselor and the SBDC consultant to develop an educational plan.
6. Attend the recommended skills training opportunities provided by technical service providers throughout the region, and complete a business plan.

For more information:

- **Duluth**  
218-723-4730
- **Virginia**  
218-728-2499
- **International Falls**  
218-283-9427
- **Grand Rapids**  
218-327-4480
- **Cloquet**  
218-878-4414
- **Hibbing**  
218-262-6777
- **TOLL FREE**  
1-888-438-5627

For more information: [www.mnwfc.org/field](http://www.mnwfc.org/field)



It's hard to believe it, but the Duluth Women's Expo is right around the corner! We are looking forward to a tremendous event. The Duluth Women's Expo was created to give you a fun environment for finding all the info you need to make educated decisions - whether you are calling the shots at home or at work!

Saturday,  
March 7, 2009

DECC

9 am – 4 pm

ADMISSION:  
Free with ticket

Featuring:

- Exhibits
- Fashion Show
- Seminars & Events
- Entertainment
- Samples & Demos
- Pampering
- Health Screenings
- Shopping
- Networking & Much More!



For FREE tickets to the Duluth Women's Expo: UMD Center for Economic Development, 11 E. Superior Street, Suite 210, Duluth, MN 55802, call: 218-727-1177, or [www.duluthwomensexpo.com](http://www.duluthwomensexpo.com)

The University of Minnesota Duluth Center for Economic Development offers numerous workshops to help entrepreneurs and employees operate more efficiently. All workshops are held at the Duluth Technology Village, 11 E. Superior Street, Suite 210 unless otherwise noted. To register call: 218-726-7298, 888-387-4594 or register online: [www.umdced.com/workshops](http://www.umdced.com/workshops).

**The mission of the University of Minnesota Duluth Center for Economic Development is to assist entrepreneurs and businesses to grow and succeed.**

*Funded in part through a cooperative agreement with the U.S. Small Business Administration, Minnesota Department of Employment and Economic Development and sponsoring centers. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. For arrangements, contact: UMD Center for Economic Development, 11 E. Superior Street, Suite 210, 218-726-7298.*

**1986 – 2009** Celebrating 23 years of excellence and also recognizing UMD's 25 year partnership with the Minnesota Small Business Development Centers

*The University of Minnesota is an equal opportunity educator and employer. To unsubscribe to this electronic newsletter please email [ced@umdced.com](mailto:ced@umdced.com)*