

JONES COUNTY JUNIOR COLLEGE
SMALL BUSINESS DEVELOPMENT CENTER
A MEMBER OF THE MISSISSIPPI SMALL BUSINESS
DEVELOPMENT CENTER (MSBDC) NETWORK.
MSBDC has assisted Mississippi businesses since 1981

NEWSLETTER

=====
Special edition on: Marketing Plan
May 2005 Issue
Director: Greg Butler
=====

=====
In This Issue
=====

1. Welcome From The Director
2. Marketing Plan
3. Quote of the Month
4. Workshop Schedule
- 5 Subscription Management
6. Contact Information

=====
1. Welcome From The Director
=====

We had a great week during Business Development Week in Hattiesburg last month. I would like to thank the Area Development Partnership for helping us with this week of outstanding seminars for businesses in the Pinebelt area.

In the newsletter for this month, I am going to talk about developing a marketing plan. Marketing is one of the most important things that a small business should do. Too many people look at marketing as an expense for their business. I look at marketing as an investment in the success of a business. As with business planning, you need to have a written marketing plan for your business. The Small Business Development Center at Jones Junior College can assist you with developing a written business plan for your business.

Also, I just got a copy of Guerrilla Marketing Weapons: 100 Affordable Marketing Methods for Maximizing Profits from Your Small Business by Jay Conrad Levinson. This is a book that every small business owner should have.

---Greg Butler

NOTE:

Our subscriber list is NOT made available to other companies or individuals. We value every subscriber and respect your privacy. If at any time you wish to cancel your subscription, simply type 'remove' in your return email address.

=====
2. Marketing Plan
=====

The best product or service in the world will not guarantee success for your business. Potential customers must purchase your product or service in order for your business to survive and grow. Developing and implementing a marketing strategy is a necessary process for a successful business. This process begins as you start your business, and it must remain an ongoing process throughout the life of your business.

Marketing is neither sales nor advertising, although both of these may be a part of a marketing strategy. Instead, marketing is the thought process by which you:

- Identify the product or service you really sell
- Identify your target market
- Understand the basis on which potential customers make a buying decision
- Know why customers will choose to purchase your product or service instead of your competitors
- Determine the most efficient and effective methods to reach these buyers before they make their purchasing decisions
- Identify and analyze your competition
- Develop a marketing plan for your business

In developing your marketing plan, you should develop specific, deliverable steps to help you achieve your marketing goals. For assistance in developing your marketing plan, contact the Small Business Development Center at Jones Junior College.

=====
3. Quote of the Month
=====

“Choice, not chance, determines one's destiny.”

----Unknown

=====
4. Workshop Schedule
=====

SO YOU WANT TO START YOUR OWN BUSINESS

- Greg Butler, Presenter

Cost: FREE

Monday, 1:30 - 4:30 p.m.

(JCJC Campus, Forestry and Life Science Building, Room 206)

7/18

8/15

Tuesday, 9:00 a.m. – 12:00 noon

(Lake Terrace Convention Center, Executive Conference Room)

6/7

7/5

8/2

Tuesday, 6:00 p.m. - 9:00 p.m.

(JCJC Campus, Forestry and Life Science Building, Room 206)

7/12

8/9

Tuesday, 6:00 p.m. – 9:00 p.m.

(Lake Terrace Convention Center, Executive Conference Room)

5/24

6/28

7/26

SERVSAFE CERTIFICATION TRAINING

(JCJC Campus, Community Services Building)

-Kathy St. Amant, Presenter

Cost: \$125.00

5/23 – 5/27

5:00 pm – 9:00pm

6/21 – 6/23

9:00 am - 4:30 pm

To register for any of these workshops, please call us at (601) 477-4235 or e-mail us at sbdc@jcc.edu.

=====
5. Subscription Management
=====

You will continue to receive the Small Business Development Center Newsletter automatically. You may unsubscribe at any time by simply sending a reply with the message: "Remove from newsletter." Or if you received this newsletter from a friend or associate and want to sign up, simply send a reply with the message: "Please sign me up for your newsletter."

=====
6. Contact Information
=====

Greg Butler
Small Business Development Center
Jones County Junior College
900 S. Court Street
Ellisville, MS 39437
Phone: 601-477-4165 or Fax: 601-477-4166
Email: greg.butler@jcc.edu
Website: www.jcc.edu/sbdc.html
A member of the Mississippi Small Business Development Center Network

Helping to Develop the Pinebelt One Business at a Time!

Jones County Junior College Small Business Development Center is a member of the Mississippi Small Business Development Centers (MSBDC) network. MSBDC has assisted Mississippi businesses since 1981. MSBDC is a program supported by the U.S. Small Business Administration and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions, or services of any external parties or activities. This information is compiled by the Small Business Development Center at Jones County Junior

College and was obtained from sources believed to be reliable at the time it was prepared. The information in this newsletter is intended to be used for general planning purposes only and should not be construed as tax, legal, accounting, or other professional advice.
