



NPBA Education Committee Presents: Marketing 101



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Location: Lincoln Center, Room 208
905 West 9th St. Port Angeles, WA 98362

These classes will show you how to work smarter, not harder. Discover the absolute minimum you need to build your business in the 21st Century and how you can leverage your offline and online marketing to get more from your investment of time and money. Learn the steps in developing a complete online marketing campaign including effective keyword and niche selection; domain name secrets, email marketing techniques; website and search engine optimization; social media for small business with a focus on Facebook and how to use your marketing dollars efficiently and effectively and how to measure your success. You will walk away from these classes with a functioning website and Facebook page.*

Classes 1-3 will be taught by Carolyn E. Cooper of Carolyn E. Cooper Communications. Ms. Cooper's firm offers strategic internet marketing information, solutions, courses and products for small businesses.

Class 4 will be taught by Donna Knifsend of Lawsuit Prevention and Management. Ms. Knifsend is the CEO and Founder of Lawsuit Prevention and Management. In addition to her practice, she teaches legal courses at Peninsula College.

Class 1: Wednesday, January 18, 1-5 pm
Intro and Absolute Minimum Marketing for Business in the 21st Century

Class 2: Wednesday, January 25, 1-5 pm
Getting Found: Search Engine Optimization and Social Media

Class 3: Wednesday, February 1, 1-5 pm
Your Website and Your Marketing Plan

Class 4: Monday, February 6, 1-5 pm
Social Media Awareness and Protections

*Registrants will be emailed info form which must be completed prior to class for website creation and Facebook

Registration Deadline: January 13, 2012

Complete the registration below and return ***with payment*** to:

NPBA, PO Box 748, Port Angeles, WA 98362,
fax to 360-452-8197 or email to faleana@npba.info.

Cost for Members \$25 per class—purchase 3 classes, get the 4th one free! (\$75 for all 4 classes!)

Cost for Non-Members \$35 per class—purchase 3 classes, get the 4th one free! (\$105 for all 4 classes!)

Company Name: _____ Address: _____

Same for Credit Card billing?

Phone: _____ Today's Date _____ Signature _____

of people attending: _____ Classes attending: Class 1 Class 2 Class 3 Class 4

Attendee Name(s) _____

Method of Payment: VISA MasterCard Check # _____ Total: \$ _____

Card Number _____ "V" # on back (Last 3 digits) _____ Expiration Date _____

Make checks payable to NPBA.

Payment must accompany registration. No refunds if people do not attend.