



EDUCATE YOURSELF

SMALL BUSINESS
ONLINE LEARNING CENTER

OUR
EDUCATION CENTER
IS OPEN
LESSONS YOU CAN LEARN FROM

The **Design Office**

EDUCATE.SOCONA.US



LEARN HOW TO:

- Speak more effectively about your business and its unique position in the market.
- Gain better control of your marketing and sales efforts.
- Create consumer loyalty and passion that will sustain through the rough times and the good times.
- Connect more effectively and successfully at networking events, helping to increase sales and referrals.

EMPOWERING SMALL BUSINESSES FOR SUCCESS...

Courses designed for small businesses by leading designers and educators

We know! It's hard to be a small business owner these days. There are so many things to consider in a day. Some times it's all you can do to make it through to close. Doesn't it feel like every time you turn around there are more and more barriers to achieving success? We aren't talking a mansion on the hill success. We mean being able to pay your bills and have money left for you to live on. That success can be yours; easily! It can be yours sooner than you think!

You don't need us for everything, just the big stuff. That's why we've developed our Small Business Online Learning Center; to help small businesses, startups, freelancer or home businesses to gain better success in their marketing and sales efforts. Being able to clearly articulate your business to interested buyers is the key to success and that's what we do! We give you everything you need to connect better. We show you how to improve your network and word of mouth marketing, better use social media to gain more than just followers, understand how to connect with targeted consumers but more importantly we get you focused. Focused on getting to the right buyers. Your ideal consumers. The ones who really need your products or services.

All of our courses are self directed; allowing you to go as fast or slow as you need to. Each course contains interactive worksheets, video tutorials, email and chat support, as well critique and feedback as needed. Designed and executed by industry leaders with backgrounds in education.

All for the low price of \$10.00 per month! Grow your business and save money! How can you say no? You can't!

Get started today and have the success you deserve!

\$10 | month
ALL ACCESS

EDUCATE YOURSELF IMPROVE YOUR BUSINESS

Our DIY lessons are designed specifically for small business. You need to be branding more and harder than larger businesses. Our lessons won't solve all your business problems but what they will do is give you a better, more effective way to think and. speak about your business. We help you connect better to interested buyers.

Priced for small business and packed with benefits, how can you say no?

WHAT YOU GET

- Step by Step Instructional Worksheets
- Video Tutorials
- Podcasts
- Email and chat support
- Access to all D.I.Y. content
- Updates and evolving content
- Flexibility to address needs
- No definitive start and end dates, start any time!

WHY YOU SHOULD TAKE A COURSE

- Increased sales, closed business.
- Improved engagement and interactions with interested buyers.
- Stronger and improved market awareness.
- Increased returns on all sales and marketing efforts
- Overall improved business environment - allowing you to work more effectively at what you love to do!
- Be able to better communicate with designers, marketers, sales staff.

D.I.Y. - BASIC

COURSES COVER THE FOLLOWING CONTENT:

- Design Thinking
- Elements of Design
- Grids
- How To Export a File
- How To Package A File
- InDesign Basics
- Illustrator Basics
- Photoshop Basics

D.I.Y. - BRAND

COURSES COVER THE FOLLOWING CONTENT:

- Brand Development
- Brand Strategy
- Determining Your Target Audience
- Message
- Finding Your Niche

D.I.Y. - MARKET

COURSES COVER THE FOLLOWING CONTENT:

- Getting On A Consumers Radar
- Easy To Remember, Hard To Forget
- 30 Second Commerical Mastery
- Social Media Made Easy
- Networking

D.I.Y. - DESIGN

COURSES COVER THE FOLLOWING CONTENT:

- Logo Design
- Business Card Design
- Brochure Design
- Book Design
- One Sheet, Sales Sheet Design
- Poster Design

Courses are not for credit nor are they accredited.
They exist to improve YOUR business

AT A GLANCE

COMPANY EST.

2005

BACKGROUND

Every business exists to succeed. No business opens its doors with the intention of closing. This couldn't be more true for your business. Every day you walk the fine line between keeping "the doors open and the lights on" and closing up for good. It's a constant challenge even when the economy is robust, but when the economy is a nightmare then it is a rollercoaster.

Stop selling. start branding! is a philosophical change in how you engage and talk about your business. By taking a brand first approach you ensure that every marketing campaign has maximum impact and is always successful. It's an approach that makes marketing and sales easier to maintain and sustain. It gives you something tangible and real to sell and market. You no longer need to feel like your on a marketing treadmill, barely keeping up. We put you in the drivers seat.

We put you in control of your business. You run your business, not the other way around...

We help businesses reach their full potential.

A FEW OF THE PEOPLE WE WORK WITH

- Artists, Designers + Freelancers
- Consultants
- Dry Cleaners
- Home Based Businesses
- Real Estate Agents
- Retailers & Single Person Storefronts
- Sales People
- Small Businesses
- Switching Careers

WHO KNOWS US

- AIGA
- BGI | Business Growth Innovators
- Anaheim Chamber of Commerce
- Golden West College Digital Arts Dept.
- LeTip International

The **FACTS...** JUST THE FACTS

75

WON'T SEE A FULL YEAR IN BUSINESS

That's a fact! Three quarters of all businesses won't survive the first year. The first year!

Why? Well we don't really know why, we aren't here to blame, what we do know is a brand improves the odds, considerably.

That's a fact!

20%

OF THOSE WON'T SURVIVE

Are you sitting down? If not, sit down, right now. Of that, less than a quarter of those survivors make it to five years.

If your doing the math...let us know the numbers, math isn't our thing. Brands are our thing! We just know it's not good, not good at all.

That's a fact!

04%

WILL CELEBRATE TEN YEARS

Seriously, are you sure you can handle this? We lost count on the math, we just know brands give you a better than average chance to make it from day one.

A business that brands should be able to survive any storm

That's a fact!

The **Design Office**

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