

THE CENTRAL COAST SMALL BUSINESS DEVELOPMENT CENTER PRESENTS
SMALL BUSINESS BROWN BAG SERIES

A collaboration of:



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Bank of America



AT THE **SANTA CRUZ LIBRARY**

Learn the skills every small business owner should have to create and maintain a healthy and successful small business.

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| February 9 | TAX TIPS - IT'S NOT WHAT YOU MAKE, IT'S WHAT YOU KEEP! |
| March 8 | SELLING ON E-BAY - BOOST YOUR SALES! |
| April 12 | EASY WEBSITE CREATION USING WORDPRESS - EVERY BUSINESS NEEDS A WEBSITE! |
| May 10 | SEARCH ENGINE OPTIMIZATION (SEO) - CAN YOUR CUSTOMERS FIND YOU? |
| June 14 | HR TOP TEN TO DO LIST - STAY OUT OF TROUBLE |
| July 12 | DATA MINING YOUR LIBRARY'S GOLD MINE - BUSINESS DATA AT YOUR FINGERTIPS |
| August 9 | TECH TOOLS - FREE FUN TOOLS TO INCREASE YOUR BUSINESS SUCCESS |
| September 13 | SPENDING YOUR ADVERTISING DOLLARS - THEY'RE PRECIOUS; GET THE MOST FROM YOUR ADS |
| October 11 | COPYRIGHTS, TRADEMARK AND INTELLECTUAL PROPERTY - HOW TO PROTECT YOURSELF AND WHY |
| November 8 | SELLING ON E-BAY: PART TWO - BACK BY POPULAR DEMAND |

Cost	Free of charge; pre-registration is appreciated.
When	11:45 a.m. to 1:00 p.m.
Where	The Santa Cruz Central Library - Upstairs Meeting Room 224 Church St. - Bring Your Own Brown Bag Lunch
Register	For more information, call the SBDC at 479-6136 To register online: http://www.santacruzpl.org/brownbags/