

**Client:** Effició

**Project:** Promotional Web/ Brochure Copy

## Break Through Those Barriers to Business Ownership Today!

Want to succeed beyond your wildest dreams as a business owner? Then stop wasting your time and money on tired old workshops and boring lectures that teach you theoretical ideas you'll never be able to use in the real world.

Instead, try Efficio's cutting-edge new series, **BUSINESS OWNERSHIP: A STREET PERSPECTIVE**, where you'll learn how to run a lucrative business from a company that understands the reality of doing business in Atlanta.

After all, the real secrets to business success can't be found in piles of books and one-sided workshops where all you do is take notes and listen to someone talk. They can only be discovered from a business that's been there, done that. A company with first-hand knowledge about what works and what doesn't work when creating a profitable business. A company that won't sugarcoat the challenges and is willing to share with you concrete solutions to those challenges. A company like Efficio.

Efficio believes that the best way to learn is through doing. That's why the **BUSINESS OWNERSHIP: A STREET PERSPECTIVE** series is based on an innovative format, exclusive to Efficio, called learning experiences.

Learning experiences are unique hands-on, interactive classes that encourage your participation and offer a give-and-take relationship with the instructor. Be prepared to do some real work when you attend the **BUSINESS OWNERSHIP: A STREET PERSPECTIVE** learning experiences! And be prepared to walk away with proven strategies for your business, not hypothetical situations.

Through stimulating discussion and one-on-one guidance, you'll learn:

- How to determine if your business is viable in the market you've chosen
- How to narrow down your business' vision
- How to set achievable goals
- How to penetrate your target market
- How to get and keep clients
- How and where to network

- How to gather useful feedback
- How to make good business adjustments based on feedback
- How to document your business strategy to use it as a foundation for your comprehensive business plan

In Efficio's **BUSINESS OWNERSHIP: A STREET PERSPECTIVE** series, you won't just *get* great information; you'll have a chance to immediately *use* that information to your benefit under the supervision of a trained consultant.

When you participate in the **BUSINESS OWNERSHIP: A STREET PERSPECTIVE** series, you're guaranteed to walk away from each learning experience with a new piece of knowledge that you'll be able to use *right away* to increase your business success.

Seating is limited. Reserve your spot right now. You'll be glad you did!