

Tennessee Small Business Development Center at Volunteer State Community College



A public service program of the Division of Continuing Education & Economic Development

December's Newsletter Topic: What Did the TSBDC Do In 2007?

This was a very successful first year for the TSBDC at Volunteer State Community College. In fact this was not even a complete year since the Center was opened in the last week of March of 2007. There has been an overwhelming response from the local community and surrounding counties to the services offered by the TSBDC. The support from everyone has made this Center a great success in a very short period of time. Below are the results.

Clients – 89
Workshop Attendees – 594
Businesses Started – 9
Jobs Created – 13
Jobs Retained – 37
Capital Formation – \$2,847,000

The TSBDC is also very excited to announce that we have added new workshops to our schedule for 2008. The workshops will be as follows:

Getting Started with QuickBooks® Pro
Marketing Basics
Introduction to E-Commerce
Financial/Accounting Basics

We hope to offer each of these workshops at least twice next year. Their frequency will be based on the interest level for each workshop. The workshops are a direct result of a Needs Assessment completed by several of you in this community, so we anticipate that each of the workshops will fill up fast.

December Small Business Workshop

Date	Event Title	Time	Event City	Location	Fee	Contact Person	Contact Phone
12/11/2007	How to Start a Small Business	4:00 - 6:00 p.m.	Gallatin	VSCC, Betty Gibson Building, Room 107C	FREE	Charles Alexander	615-230-4780 or calexander@mail.tsbdc.org

Small Business Tip of the Month:

Tracking Your Sales

One of the easiest things a small business can do to increase their effectiveness in the market is to ask each customer one simple question, “How did you hear about us?” Even though it is a simple question it appears to be one that is rarely asked. The reason that this information is so powerful is because this is a direct result of your marketing and advertising efforts. If you want to know where to spend your marketing and advertising dollars in 2008, wouldn’t it be nice to know what worked in 2007. Now, if you have not been asking that question in 2007, you should do so in 2008. After a very short period of time, such as three months, you will begin to notice a pattern of where your customers come from. And yes, you have to actually record it somewhere other than in your head. Compiled data always looks different on the computer screen or paper that it does in your mind. One of the easiest ways to do this is in QuickBooks®. There is a source field in the invoice that will allow you to easily enter your advertising sources, i.e. yellow pages, television, word of mouth, newspaper, etc. If you do not use a program like QuickBooks® you can always use Excel or just write it down on a sheet of notebook paper to get you started. This information will be extremely helpful to when you make decisions on how to market your business and the best part is that you can do this for FREE.

Remember the TSBDC offers the following:

- **Free** and confidential one-on-one counseling for existing and start up small businesses. Whether the counseling is in the area of marketing, operations, management, or any other business service, the TSBDC consultant provides guidance every step of the way. *By appointment, please.*
- Training seminars on a wide array of topics for small business owners.
- Assistance with various funding proposals including SBA loans.
- Referral to professional services and agencies.

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**1480 Nashville Pike
Betty Gibson Hall #114
Gallatin, TN 37066**

**Phone (615) 230-4780
Fax (615) 230-3362**

**www.volstate.edu/tsbdc
www.tsbdc.org**