



WESST

THE PLACE TO START &
GROW YOUR BUSINESS

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Press Release

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EBS/WESST Entrepreneurs Focus on Success

MARKETLINK, WESST's twelve week, award-winning entrepreneurial training program entitled Perfect Pitch™, is now accepting applications for its new series of classes which will begin October 19, 2009 at the Santa Fe Business Incubator.

Participants in the MARKETLINK training curriculum, Perfect Pitch™ learn how to research, position, profitably price and promote their products to targeted consumers in a global, customer driven workplace. All classes, interactive, hands-on and relevant to current events. Santa Fe training will be facilitated by Bette Bradbury, curriculum author. Local experts will share their knowledge of topic-specific issues including new media, search engine optimization and other timely topics.

Qualifications for program consideration are:

- Own or manage a viable organization or business with an existing product or service
- Maintain at least 12 months of financial records
- Resident of NM
- Willingness/desire to share your experiences with the group
- Commitment to the class and improving your business

Past participants who make good use of the skills learned through technical assistance, training and ongoing individual consultations have experienced sales and profit increases ranging from zero to 200% depending on their level of commitment and the viability of the product/service. MARKETLINK graduate, Jennifer Hartman with Alli's Café said, "Thank you for the opportunity to take the MARKETLINK class, I learned so much! I was just notified by Hewlett Packard that I was awarded the contract to run my snack bar at their call center! I know that the MARKETLINK class made this possible, you have started me on a great path...thank you!"

To be considered for the class, interested individuals must apply and interview with WESST staff in Santa Fe.

The training is valued at \$1,500, but it is being offered to qualified entrepreneurs throughout northern New Mexico for \$399. Some full and partial scholarships are available. Space is limited to 24 committed individuals.

WESST is a non-profit, 501-c-3 economic development organization based in New Mexico since 1988, helping people to start and grow their own businesses.

Call today to schedule an interview: 505-474-6556.