



DO YOU OPERATE A HOME-BASED BUSINESS? ARE YOU THINKING OF ONE?
THEN DON'T MISS THIS VALUABLE CONFERENCE DESIGNED JUST FOR YOU!

EL CERRITO HOME-BASED BUSINESS EXPO

WHEN : Sunday, October 25, 1:00–5:00 pm **WHERE:** El Cerrito High School, 540 Ashbury Ave. **COST:** \$25 pre-registered, \$35 at the door **RSVP:** (510) 215-4362

KEYNOTE ADDRESS JILL LUBLIN

Top speaker, radio & TV host,
best-selling author

Breaking the Profit Barrier!

How to connect in an over-communicated world

Is your company as profitable as it could be? Instantly turn every business relationship into a mega profit center. Relationships can take time—or just one moment of real connection. Find the connection and you both come out with bigger bank accounts. Do it every time and you break through the biggest profit barrier—over and over again.

With the electronic clutter of email, cell phones, and the Internet, people have forgotten how to really connect—and the value of it! Combining her trademark “Connecting From The Heart” expertise with bottom-line results, Jill Lublin is armed with proven strategies, tips, stories, success secrets, role-playing techniques, and more—all based on her international Bestseller, *Networking Magic*. No organization should be without these tools or these results!

INFORMATIVE BREAKOUT SESSIONS

Breakout Session 1 (choose 1)

▣ Driving Web Traffic To Your Site & Turning That Traffic into Business

Learn how to make your website more effective: Improve your search engine results and increase the conversion of that traffic into more revenue for your business. This session will cover:

- Getting found by Google: Search Engine Optimization (SEO)
- Effective Content & Calls to Action
- The basics of creating an Internet Marketing Plan

▣ Successful Business Plans

This session will help entrepreneurs understand the fundamentals of writing an excellent business plan. The Business Plan is the foundation for profitable growth, raising capital, communicating with employees, vendors and customers. This session is a must for business in all industries, of all types and at all stages of development.

Breakout Session 2 (choose 1)

▣ Bookkeeping: The Cornerstone to Your Business Success

Whether a start-up business or an existing one, setting up a solid bookkeeping system is crucial to your success. Bookkeeping assists you in knowing when your business is successful or failing. Learn key elements to setting up a bookkeeping system that works for your business.

▣ Accessing Capital for Small Businesses

This session is a must for any small business owner interested in securing small business financing. Hear directly from the SBA on a variety of loan programs, including the latest programs available for small businesses through the Recovery Act.

Breakout Session 3 (choose 1)

▣ Elevating Sales Performance in a Challenging Economy

In today's challenging economic environment, there are simply fewer opportunities than before. In this session you will learn strategies and tactics to maximize your sales, marketing and business development efforts so that you can capitalize on opportunities in your market.

▣ Legal Do's and Don'ts for the Small Business

Some aspects of the law seem to change daily. Learn how to protect yourself and your business assets, what should be included in every business contract, and how to avoid or limit business disputes. Topics include internet law, intellectual property and website legal issues.

City of El Cerrito City Hall
10890 San Pablo Ave.
El Cerrito, CA 94530

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CONFERENCE SCHEDULE

12:30 – 1:00	Registration/networking
1:00 – 1:15	Introductions
1:15 – 2:00	Keynote Address— General Assembly
2:00 – 2:10	Coffee Break
2:10 – 3:00	Breakout Session 1
3:00 – 3:50	Breakout Session 2
3:50 – 4:00	Coffee Break
4:00 – 4:50	Breakout Session 3

For more information, visit
www.DiscoverElCerrito.com