

Marketing on a Shoestring

Marketing efforts don't have to break the bank



One of the biggest myths about marketing is that you have to have a big budget to be successful when all you need is a little creativity

Join us for 6 HBA Meetings @ Noon
in the Holley Community Meeting Room

as Theresa Fischette of
White Light Communications
shows us 6 Strategies
For Success!



Session 1: February 17

#1 Make A Living Making A Difference

Session 2: March 17

#2 Let Customers Take the Wheel

Session 3: April 21

#3 Create A Niche

Session 4: May 19

#4 Invest in Meaningful Relationships

Session 5: June 16

#5 Share, Rather Than Promote

Session 6: July 21

#6 Serve, Not Sell