

# Business Builders

*Monthly interactive learning workshops presented by:*



**May 11, 2021**  
3:30 - 4:30pm

## **Creating Video that Stands Out in the Digital Age**

A workshop that discusses and demonstrates the impact of production value when creating video content for your business. Topics covered include: How to use lighting effectively, tips for recording audio, the impact of video editing, and how to create a high-quality finished product. Presented by the ND SBDC, Greg Syrup, and Caleb Wilkinson.

Registration: [tinyurl.com/kcpmpdzj](https://tinyurl.com/kcpmpdzj)

**May 25, 2021**  
3:30 - 4:30pm

## **BBW BONUS: Connect with Customers & Manage Your Business Remotely**

Join us for the third session in our Grow with Google series this spring. Discover Google tools that can help business owners work and manage their business during this time of uncertainty. Plus, get insights on more online and timely resources for small businesses. In this workshop we'll discuss:

- How to update critical business info online
- Keep customers informed
- Conduct virtual meetings
- Access important files from anywhere.

Registration: [tinyurl.com/m6pnm5bh](https://tinyurl.com/m6pnm5bh)

**June 8, 2021**  
3:30 - 4:30pm

## **Personalized Marketing**

Use customer contacts to create an enhanced personalized customer experience. In this webinar you will learn 3 critical steps: 1. How to collect and utilize contact information to create a personalized experience for your customer base. 2. Identify the most effective personalized service for your customer base. 3. Learn how to use personalized marketing to receive feedback and to increase your referral base. You will walk away from this webinar with at least one action that you can utilize immediately! Presented by Deb McGregor with the West Central MN SBDC

Registration: [tinyurl.com/ynw37n3p](https://tinyurl.com/ynw37n3p)

**Find links for all upcoming sessions and previous recordings at [ndsbd.org/online-training](https://ndsbd.org/online-training)**

*Stay tuned for details about future events!*