

This Webinar Presented by

**Today
Business Survival
= Right People &
Strong
Communications**

SCORE

Marketing Series
-Hawaii Chapter

**Future Topic: Marketing Success Depends
on Effective Public Speaking**



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Before We Start

Score.org



Score Hawaii



- Score is a National non-profit organization dedicated to providing educational and free mentoring services to entrepreneurs
- Score Hawaii is based in Honolulu and is a member chapter of the Score National organization
- If you are involved in starting or are already operating a business and would like a mentoring service, please go to [Score.org](https://www.score.org) webpage to register for free one-on-one mentoring service
- For continuing education on various business issues, please attend Score Hawaii webinars. Scheduled Webinars and prior recordings can be found by visiting [Score Hawaii](https://www.scorehawaii.org) and going to “Take a Workshop” tab then view “Recorded Webinars”.
- For those interested in volunteering, please visit [Score.org](https://www.score.org) webpage and register to be a Score volunteer

Disclaimer

- The information presented is for informational and educational purposes only.
- The opinions expressed during this presentation are the opinions of the presenter and no other.



Presented by National Marketing Expert Lance Luke



- Helping Small Business Owners and Entrepreneurs Build, Manage, and Market Online

ASK THE EXPERT SERIES

- Today's Topic:
**BUSINESS
SURVIVAL=RIGHT
PEOPLE & STRONG
COMMUNICATION**



**BUSINESS SURVIVAL=RIGHT PEOPLE & STRONG
COMMUNICATION**

THE LONG AND WINDING ROAD



PIVOT FROM THE PANDEMIC EFFECTS



ASSOCIATE WITH THE RIGHT PEOPLE





Improve Your Communication Skills
With These Simple and Easy Tips!



**BETTER YOUR
COMMUNICATION**

#1 USE THE RIGHT PLATFORM FOR YOUR MESSAGE

FIVE TIPS FOR EFFECTIVE
BUSINESS
COMMUNICATION



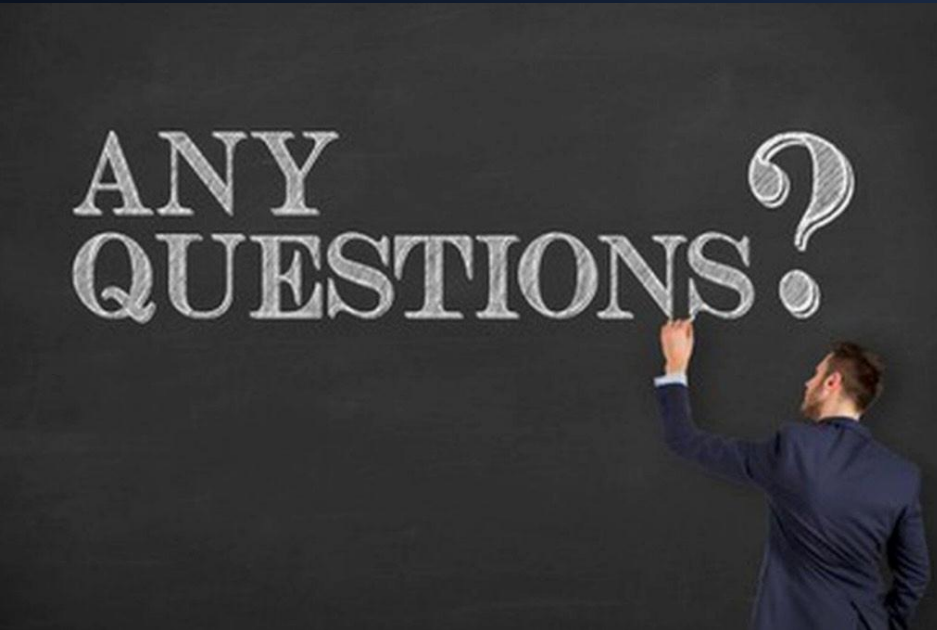
#2 ALWAYS CONSIDER YOUR AUDIENCE

FIVE TIPS FOR EFFECTIVE BUSINESS COMMUNICATION



#4 ANTICIPATE WHAT QUESTIONS MAY BE ASKED AND HAVE YOUR ANSWERS READY

FIVE TIPS FOR EFFECTIVE BUSINESS COMMUNICATION



#5 REMEMBER THAT 90% OF COMMUNICATION IS NON-VERBAL. BE SURE ABOUT YOUR POSTURE, GESTURES, FACIAL EXPRESSIONS AND OTHER NON-VERBAL CUES AND COMMUNICATION.

FIVE TIPS FOR EFFECTIVE BUSINESS COMMUNICATION



MAINTAIN A STRONG ONLINE PRESENCE



**READY TO
BOOST YOUR
ONLINE
PRESENCE?**

Time to Spice Up Your
Social Media Content

YOUR FREE SURVIVAL KIT





EMM LUCKY 7 TIPS – BUSINESS SURVIVAL = PEOPLE & COMMUNICATIONS



EMM LUCKY 7 TIPS BUSINESS SURVIVAL

- ☐ ASSOCIATE WITH THE RIGHT PEOPLE
- ☐ BETTER YOUR COMMUNICATION
- ☐ ALWAYS CONSIDER YOUR AUDIENCE
- ☐ USE SHORT FAMILIAR WORDS
- ☐ ANTICIPATE WHAT QUESTIONS MAY BE ASKED
- ☐ 90% OF COMMUNICATION IS NON-VERBAL
- ☐ MAINTAIN A STRONG ONLINE PRESENCE

Promote Your Small Business Online Today To Survive

Use Professional Proven Marketing Strategies,
Tactics, and Tools - Simple and Affordable

Lance Luke & Martin K Pe'a

These Businesses Do It!



Questions?



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