

Upcoming workshops focus on current trends for success in business

The Women's Business Center at Jefferson Economic Development Institute has scheduled upcoming workshops for small business people.

One is a webinar reviewing the use of social media to raise start up or growth capital – crowdfunding, while two in-person workshops on video marketing are designed to help in gaining more customers.

The WBC at JEDI serves women and men in Siskiyou, Shasta, Trinity and Humboldt counties.

Crowdfunding webinar

A "Crowdfunding: How to Turn Your Network into Funding" webinar will be held on Wednesday, Aug. 9, from noon to 1 p.m.

According to iFundwomen.com, crowdfunding is a fast way to get your startup, small business, or side hustle off the ground. Crowdfunding means raising money, usually in small increments from lots of people, on the Internet.

Most of the funding will come from your network of people: friends, family, industry folk, social networks, who want to support your idea. You owe your fun-

ders nothing in return except succeeding.

After analysis of nearly a half million crowdfunding campaigns, PwC in collaboration with The Crowdfunding Center has found that women are an average 32 percent more successful at reaching their funding targets than men across sectors and in every geography where campaigns are launched.

The report entitled "Women Unbound: Unleashing Female Entrepreneurial Potential" released Friday also found that in the US and the UK campaigns run by women also command higher pledge amounts – on average \$10 more than campaigns run by men.

According to the webinar presenter, Kathleen Minogue of Crowdfund Better, "More funds will be raised via crowdfunding than venture capital in 2017, but only 2% of [men and women owning small businesses] are using crowdfunding to fund their business. The main reason: they don't know about it!"

The August webinar will cover:

- What crowdfunding is and how it is different from traditional loans and private investment;

- The four types of crowdfunding and credible platforms, basic elements of a seed crowdfunding campaign (and how to avoid the big potholes);

- The crowdfunding secret to success.

To register for the Crowdfunding webinar contact info@e-jedi.org or 530-926-6670, extension 10.



Kathleen Minogue

Video Marketing workshop

An "Is Video Marketing Right for Your Business?" workshop will be offered at the WBC at the JEDI office on two consecutive Tuesdays, Aug. 8 and 15, from 5:30 to 7:30 p.m. at 205 Chestnut Street in Mount Shasta.

The WBC at JEDI points out that 85 percent of American Internet users view online video and it has become standard

branding in marketing and it's easy to learn. Creating a short business video to post on your website, social media platform or email campaign is a way of increasing SEO rankings and engaging viewers, the release states.

Instructor Robin Fator, a website designer, business coach and entrepreneur, will teach the basics of making a simple, effective video that promotes your business, products, and targets customers – and the best tools for creating it.

"Using video to promote your business, make sales, and communicate with your target customer is the future of marketing," said Fator. "Whether you are a startup, own a small business, or are buying air time for the Super Bowl, your video advertising speaks volumes about your brand, products and values. If a picture is worth 1,000 words, then a video is worth 1,000 pictures."

According to a Hubspot study four times as many customers would rather watch a video about a product than read about it. (Animoto, 2015) Source: www.hubspot.com/marketing-statistics?_ga=2.6447163.866349424.1500589119-746446864.1500589119.

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And almost 50 percent of Internet users look for videos related to a product or service before visiting a store. (Google, 2016) Source: www.hubspot.com/marketing-statistics?_ga=2.6447163.866349424.1500589119-746446864.1500589119.

Following the workshop, participants may schedule a free consultation with Fator. She can assist with making a video and/or uploading it to a website, social media platform or email campaign.

Fator will also create a Facebook group where workshop participants can ask questions and share videos with other business owners.

The workshop cost is \$20 for JEDI members. Women and men are welcome and encouraged to take advantage of this specialized workshop.

To register contact JEDI at (530) 926-6670, extension 10; or email jpayton@e-jedi.org.

Purchasing an annual membership for \$25 helps support the WBC at JEDI and provides member discounts for classes and workshops.