

# GET YOUR BUSINESS IN SHAPE

TK Armstrong & Associates is offering a “Brown Bag Boot Camp” series for small business owners/managers. This hands-on series is structured to trim the flab and build the framework for your business’ growth and success. Our experienced team of professionals will provide you with intense, real-world training to immediately apply. Explore and implement new ideas to improve critical aspects of your company.



## Workshops include:

### Strategic Business Planning

- Update your business plan
- Develop growth and exit strategies

### Marketing

- Refresh your brand
- Revitalize your marketing plan
- Websites
- Social media

### Financial Tools

- QuickBooks tips
- Cost of goods sold & product pricing
- Drive your profits using your financial statements

### Networking

- Customer relationship management
- Connect to your community and customers
- Tips for trade shows

### Team & Executive Development

- Staff synergy
- Hiring, training and human resources
- Public speaking
- Global business etiquette

*“June of 2011, I had a business idea that had potential. After sharing the idea with a colleague, she suggested that I attend one of Karie’s seminars on learning the basics of starting your own venture. My experience thus far with Karie has been nothing less than exceptional. I am thrilled to say that since last June, my business has legally taken all the right steps and was launched in April of 2012.”*

*-Kelly Tovar, TRAINER TEES*

*“Our business planning session with you was truly an eye opener on how much we knew and did not know about our business and partners. Thank you for keeping us on track!”*

*-Margit Whitlock, Architectural Concepts Inc.*



*A dynamic consulting firm specializing in business management solutions from the inside out. Through collaborative and concise analysis, we develop and implement strategic plans for internal processes, people and executive development. With 22 years of experience in the corporate world managing large assets and teams, the founder and strategic director, Karie Armstrong has developed scalable best practices that successfully address today’s emerging small business challenges.*

## This Boot Camp Series is for you if you...

- are already in business
- want to increase your sales
- want to leverage other business’ best practices
- want to learn from industry professionals

Not sure if this series is for you? Let’s talk!

(714)744-3201 or [info@tkarmstrong.com](mailto:info@tkarmstrong.com)

Thinking of starting a business? Contact us for our basic training series!

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