

Mayor Scott Avedisian announced today that the city will host two free business seminars, aimed at helping existing businesses and future entrepreneurs alike realize success.

The workshops, titled, "Quadruple Your Probability of Success...in four easy to understand steps", will be presented by David Nash, president of Engage Marketing, Inc., on Tuesday, September 29 from 9 to 11:30 a.m. and Wednesday, September 30 from 6 to 8:30 p.m. in Warwick City Hall Council Chambers, 3275 Post Road. Although there is no registration fee, reservations are necessary and can be made by calling 738-2000, ext. 6202.

Nash's presentation will focus on attracting new clients; increasing market awareness; differentiating your business from competitors; boosting profits and increasing the probability of long-term success from 20 to 80 percent. All participants will receive materials designed to make the lessons easier to implement.

"The city is pleased to present these seminars, which are particularly helpful in light of today's economy," Avedisian said. "I know there are a number of people who have been laid off and are taking the opportunity to re-evaluate their careers and are now considering a way to combine their talents and interests to build their own small business. These workshops would be a great place for them to start."

"Today, we have scientific proof that business success is based upon reproducible tactics and strategies that, when applied systematically, will increase your probability of success from 20% to 80%," Nash said. "These workshops will introduce attendees to these tactics and strategies while providing the tools needed to take action and the knowledge needed to achieve a lifetime of business success."

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