

# GET YOUR BUSINESS READY FOR

**2021!**

Free course for Dover businesses  
Dec 14, 15, 16

For more information:  
[popupbusinessschool.co.uk/dover](http://popupbusinessschool.co.uk/dover)

# Get ready for 2021.

2020 has been a challenge for a lot of small businesses in the UK. As we roll in to December, it's now more important than ever to get ready for the new year. This 3-day course offers help for small business owners to make decisions and take the action they need to make more profit and solve problems with other business owners. Let's get ready for 2021.

## Day 1 - Adapting and Pivoting:

Are you doing the right things to make profit? Are you having to adapt? Do you need some help to figure it out?

- Adapting the business to survive & thrive
- Increasing turnover through sales and marketing
- Help to solve problems and troubleshoot your business

## Day 2 - Getting online & Selling online:

Is your marketing working? Are you struggling to get results from social media or your website?

- Social media power-up & review: How should you be using it?
- Website development & better SEO
- Taking cash online
- Marketing tools for small business

## Day 3 - Resilience:

Are you a great negotiator? How can you make more but spend less? What other help is out there?

- Available gov support
- Negotiation skills for better deals
- Personal & Business resilience
- Mental health tips for entrepreneurs/ business owners

To register, go to: [www.popupbusinessschool.co.uk/dover](http://www.popupbusinessschool.co.uk/dover)

Course sponsored By:



**DOVER BIG LOCAL**

