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**4/7 - 1:00 PM - 3:00 PM / Marketing Research - Discover Your Niche**

As a startup business owner, you can market your business more effectively the more you know about the customer you are targeting. Topics include finding the customer's key characteristics, understanding why they would buy, and determining your competitive advantage.

**4/7 - 6:00 PM - 8:30 PM / Business Survival Tools in Tough Times**

An experienced volunteer from the Legal Services for Entrepreneur project will discuss resources, tools, and options available for businesses facing problems arising from the current economic slow down. For more information, please contact Gary Marshall at [\(415\) 744 6771](tel:(415)7446771).