

Marketing Plan Key To Success Says Local Business Coach

By Karen Flemister

If you have a business that has stalled in its effectiveness, there may be a solution for you. Michelle Cubas, owner of Positive Potentials, LLC is offering assistance to minority business owners in Phoenix through the Entrepreneurial Mastery of Business Assets (EMBA) program.

Cubas is optimistic that through a city of Phoenix grant that looks to create jobs, and a favorable tax base, there can be a win-win situation for businesses in the Phoenix. The enterprise business coach explained that she helps people understand the heart of marketing, going deep into the layers of what is necessary for each business to succeed.

When members of EMBA meet with her she helps them look beyond the usual methods of marketing, like the Yellow Pages, to see what marketing techniques best helps their company.

The program, which lasts 12 weeks, will start again on October 4, then in November and again in December.

During the 12-week sessions, participants will initially gather together to meet each other providing attendees a support system and camaraderie.

The package includes the ability for company owners to be able to launch a product or service, open a store, announce new product development and gain confidence. Participants also receive three hours of personal coaching, and attend six tele-classes twice a month during each sequence.



Michelle Cubas helps "stalled" businesses get back on track with better marketing

The sessions are designed for busy individuals. They take a small investment of time with some homework in between sessions.

Although start-up companies are welcome to join, Cubas says that businesses that are already in operation, but stuck or are short on resources for marketing ideas, are best served by her program. Cubas believes that often company owners have a business plan, but the marketing section is inadequate and not well-defined. Her goal is to help business owners revamp their marketing efforts.

For more information about the EMBA program call 480-922-9699 or go to the website at www.positivepotentials.com and register for membership.

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