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SEND YOUR SMALL BUSINESS TO SUMMER SCHOOL

CANTON, MI—Spending a few hours in school this summer could pay off big for your business. That's the idea behind the Canton Public Library's Summer School for Small Business series. Spend a lunch hour at the library and learn tips and techniques with classes that are specifically geared for business application. There is no charge or registration and the classes are open to non-Canton businesses but space is limited. You may bring a brown bag lunch or purchase a lunch at the library's Java Jungle café to eat during class.

Classes offered include:

Learn About CantonWiki with creator George Hotellin, July 7, noon

The newly created CantonWiki.org is a great place to list your business so locals can find you. Learn how to create an entry, edit a post or leave comments and how CantonWiki can be a marketing tool for your business.

Facebook for Business, July 13, noon

Create a Facebook page for your business, learn to post events and photos and include Facebook in your marketing plan. Prerequisite: Existing email account or personal Facebook account.

Twitter for Business, July 22, noon

Learn how to use Twitter to connect with customers, build relationships and engage potential customers. Prerequisite: Existing email account.

Google Business Center, July 28, noon

Discover how to advertise online, maximize your revenue, reach new customers, enhance your website and increase your productivity.

Business Book Discussion: *Escape from Cubicle Nation* by Pamela Sim

August 3, noon

Featured in the *Wall Street Journal*, *Entrepreneur* and other publications, this book helps you move from employee to entrepreneur. Discuss the author's ideas and what you can glean from them as a business person. Books are available at the Canton Public Library Reference Desk.

How to Start a Small Business, August 12, noon

Let the professionals at SCORE (Counselors to America's Small Businesses) help you get started or grow your own small business.

Demographics Now and Reference USA, August 19, noon

Learn how to mine Demographics Now and Reference USA to get accurate, up-to-date information to market your business, research competitors, get customer leads and more.

The Canton Public Library is located at 1200 S. Canton Center Road, Canton, MI. For more information, call 734-397-0999 or visit www.cantonpl.org.

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