

# Press Release

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**FOR IMMEDIATE RELEASE**

## **WEAVE YOUR OWN WEB! Website Design Workshop Offered**

**INSERT DATE:** To buy or not to buy - - that decision is increasingly made by consumers on the web without business owners even knowing that customers are shopping. The opportunity to “sell” a customer on the phone or in one’s place of business is decreasing as potential buyers increasingly shop the web.

So, for most businesses an excellent website is now the single most important marketing tool. It is convenient, efficient, accessible 24/7, complete, interactive, versatile, and can be updated daily if needed. “Remember,” says instructor Kevin Ireland of Prairie Fire Media Solutions, “web shoppers are very likely to buy because they are coming to you.” With other mass marketing techniques such as direct mail, businesses may be approaching groups with little or no interest in their products.

“Right,” says instructor Allen Walker of Walknet Consulting, “but remember, **you are your website** - - if it isn’t excellent it can work against you because shoppers will assume your products are no better than your website.”

In this workshop, you will learn the difference between effective and ineffective websites, visit and evaluate websites like the one you want (no computer skills needed) and create your website plan ready to be implemented. “This is a workshop,” says Jan Jantzen, Flint Hills RC&D Rural Tourism Development, “so the more information you bring about your business (purpose, customers, pricing) the more you’ll benefit.”

The fee for this workshop is \$45 which includes instruction, materials, computer usage and lunch. The course will be on Thursday, May 15, 2008 from 10:00 am to 3:00 pm. The workshop will be taught at Flint Hills Technical College, 3301 West 18<sup>th</sup> Avenue, Emporia, KS, in the Reeble-Trussler Education Center.

To register for this workshop call either of the two sponsors: The Flint Hills Resource Conservation and Development Office in Emporia at 620-340-0113, ext. 9 or the Kansas Small Business Development Center at Emporia State University at 620-341-5308.

*Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Jada Blissard at the Kansas Small Business Development Center at Emporia State University at 620-341-5308.*



*Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.  
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