



How To Sell Through Social Media ***Free Webinar - Boost Your Sales***



Within about 20 minutes learn:

- A Sales Approach
- About The Various Platforms
- What To Sell
- About Social Platform Rules
- Important Do's And Don'ts

REGISTER FOR THE WEBINAR

BIG Wins For Summer

Entrepreneur Support Groups

We are hosting an initial Zoom Conference for all of North Central Idaho. We hope to expand to in-person groups through the region as a second step.

We want to bring all small businesses and entrepreneurs together virtually for the first one to two meetings to discuss what you would like from the support groups.

The tentative initial date is Thursday, June 9th at 12:00 p.m.

Registration instructions and more information will follow.



Kroger Go Fresh & Local Supplier Accelerator Pitch Opportunity

Idaho Food Producers and Crafters can apply to compete in the Go Fresh & Local Supplier Accelerator, through May 31.

Kroger is seeking fresh and innovative items to expand their local category offerings, including Produce, Floral, Deli, Bakery, Specialty Cheese, Dairy, Meat & Seafood commodities. To learn more about this opportunity:

[Supplier Summit - The Kroger Co.](#)



Quick Wins

We do not recommend or endorse any product, service, or organization. Please conduct due diligence before using or purchasing any product or service.

Free: [8 Small Business Tech Tools You Don't Need to Pay For \(uschamber.com\)](#)

Labor: [How Entrepreneurs Can Find Great Talent Despite a Labor Shortage](#)

Labor: [Guide to Hiring Temporary Summer Workers - Rocket Lawyer](#)

Inflation (great article): [A Guide to Fair Inflation Pricing \(hubspot.com\)](#)

Article Of The Month: Learning From Others

We diligently scour the Internet for the "Quick Wins" section. We want to provide valuable insight. Are you reading our selected articles? If not, let's use the following article as an example of what you can learn: ['I made \\$245,000 in a month': How this 29-year-old turned his side hustle into a \\$1.5 million business \(cnbc.com\)](#)

Some Lessons From The Article:

- The entrepreneur tried *several* different businesses and gained *experience*.
- Picked one niche and consistently posted because random and inconsistent posting did not work.
- Posted for about two years (i.e., kept at it). Saw a market opportunity with stimulus-related content and pursued it.
- Ran tests, measured success (ex. S.M.A.R.T.), and adjusted as needed, "I continued to experiment with different types of video content to see what was most effective in growing my audience and attracting interest from brands."
- Secured partnerships and sold online courses to create multiple revenue

streams (i.e., reduced risk and improved profit).

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We are here to help with COVID-19. The Idaho SBDC remains open to provide consulting support for Idaho businesses during this time. Some of our consulting will be held virtually, but our expert staff across the state can still help you navigate this situation.

We *do not* offer legal services, legal advice, tax services, or tax advice, for any legal/tax questions, issues, or advice, please contact a qualified attorney and/or certified public accountant.

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Language assistance is available to those with limited English proficiency. To request an accommodation or language assistance, please contact our Regional Director at 208.792.2465 or isbdc@lcsc.edu. Lewis-Clark State State College welcomes participants with disabilities. In all situations, a good faith effort will be made to provide accommodations.