



Ascend New Sales Heights In 2022

The Secret: Plan Your Marketing For the Entire Year

We Have A Marketing Calendar Template Ready For You (And More)

If you would like to take our brand-new, **free**, and on-demand course that shows you step-by-step how to create a marketing calendar that will drive sales all year long, click here.

If you would like help with your marketing calendar (or marketing in general), **let's talk:** [Request an appointment](#); e-mail ISBDC@lsc.edu; call 208.792.2465

Register

Quick Wins

Resources Worth Visiting:

1. *Hot Topic:* [How Merchants Can Better Battle Chargebacks](#)



- and Fraud (ecommercetimes.com)
2. Social Media Demographics Guide
3. Industry Specific And Hyperlocal Market Research
4. Free Learning Platform

Article Of The Month: Hiring Tips

Be persistent and consistent: continue to seek workers on a regular basis.

Some sources of workers:

- The Department of Labor, labor.idaho.gov.
- The Department of Labor's apprenticeship program: labor.idaho.gov/dnn/Job-Seekers/On-the-Job-Training/Apprenticeships/Employers.
- College websites, for example: lsc.edu/student-employment/employer-resources.

Contact the following to get free help analyzing and writing a job description: careeronestop.org/LocalHelp/AmericanJobCenters/find-american-job-centers.aspx.

Research how other businesses are succeeding with hiring and retaining workers:

- [This restaurant faced no problems hiring during a nationwide staffing crisis. Here's why \(msn.com\)](#)

We offer a multipage PDF Resource Guide (i.e., more tips) on finding and retaining workers. **Let's Talk**: [Request an appointment](#); e-mail ISBDC@lsc.edu; call 208.792.2465

Coming in the next newsletter:

We teach you how to get [More Cash Now!](#) for your business.

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.

The Idaho SBDC is funded by the U.S. Small Business Administration, host institutions of higher education, and the State of Idaho. The Idaho SBDC is an equal-opportunity/affirmative action employer. Services are provided on a non-discriminatory basis.

Language assistance is available to those with limited English proficiency. To request an accommodation or language assistance, please contact Kyle R. Guelcher at 208-792-2465 or krguelcher@lcsc.edu. LC State welcomes participants with disabilities. In all situations, a good faith effort will be made to provide accommodations.

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