



The Micro Business Development Program Announces:

## Business Building Blocks Workshops

FREE  
DAY TIME  
Workshops

TIME: 12:30 pm – 2 pm  
At Capstone

The More You Learn  
The More You Earn

### July 17– Finding Your Niche on Social Media

Social Media isn't second nature to most people. It makes many feel lost, frustrated and question the point of the whole calamity. So, what's the point of social media? Should you bother? Which platforms should you use? And how? Answering these questions based on your industry, brand personality, and resource limitations will help you find your niche (big, little, or nonexistent) on social media.

July: <https://insightsvt.com/event/finding-niche-social-media/>

### Aug. 7—Frequently Asked Questions on Search Engine Optimization

We get a lot of questions about this elusive and, quite frankly, ever-changing entity. This workshop is a basic overview of what SEO is, what it involves, tools to help, and steps you can take to improve your Search Engine Optimization and be more easily found on Google.

August: <https://insightsvt.com/event/faqs-on-seo-2/>

Presented by Insights, LLC  
26 N Main St., Waterbury, VT 05676

(802) 882-8191 (call or text)  
[insightsvt.com](https://insightsvt.com)

## Share experiences, thoughts & tips with other business owners!

**CAPSTONE Community Action**  
20 Gable Place  
Barre, VT 05641

[www.capstonevt.org](http://www.capstonevt.org)

**CALL NOW TO REGISTER!**  
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