

From Information to Business



Information compliments of the Canada/Nova Scotia Business Service Centre 1-800-668-1010

Ask an Information Officer

Anthony Pouw

I just had an event celebrating the 'grand opening' of my new business. Can I publish the picture of my first customer in a newspaper ad?

There are two issues to consider in this case: the ownership of the picture and the privacy of your first customer. First, who is the owner of the photograph? The Canadian Intellectual Property Office (CIPO) typically references the Copyright Act (Section 13 (2)) in these instances. Barring any agreements to the contrary, a photograph is the legal property of the individual or company who commissioned the photograph. So, the right to publish the photograph in this case belongs to you, provided you took the picture yourself or the photographer was commissioned.

Second, what are the rights of the person in the photograph? According to CIPO, in a case where the owner of the photograph will use it for the purpose of generating a profit, the privacy of the customer is protected. This means that you can't publish the photograph without the written consent of your customer. For further information on this matter, please contact CIPO in Halifax at 1-800-668-1010.

I would like to open a for-profit business providing transitional housing to women exiting the correc-

Ask page 3

Business Article

Generating publicity for your business

Shirley Steller

Generating publicity for your business doesn't end at buying ad space. Once your business is up and running, you need to develop a relationship with the community you serve, including the local media. A big part of that relationship is ensuring that people hear about special events and new initiatives as your business grows. Below are a few tips on how to call attention to yourself if you're contemplating something out-of-the-ordinary for your business.

Take note that these tips are for special events like a new product launch, announcing a new program to support local charities, or winning an award. Be sure to make good use of the media's time when they are listening and stay focused on your message. This is about telling people who you are, *not* about promoting your latest discounts for free.

Don't compete for attention – Some times are better than others. For example, major acts of government and natural disasters frequently take precedent in the headlines over human interest stories. Choose a time when there isn't much else going on to send out your announcements so you don't have to compete for your fifteen minutes of fame.

Make that slow news season extra-special –

Consider attaching a special event or activity to a holiday period when larger organizations are geared down. For example, March Break and summer vacation months are rarely times larger corporations and government choose to hold events or make major announcements.

Know the story before you start your campaign –

Journalists are forever looking for just the right "angle" on the stories they report on. Be ready to tell them why your activities are new, different or exciting for their audience. If you are holding an event, try inviting a local celebrity to MC to generate additional interest.

Business page 2

In this Edition

Business Article

..... Page 1

Ask an Information Officer

..... Page 1

Featured Web Site

..... Page 2

Hot Topics

..... Page 3

Recent Additions to Our Web Site

..... Page 4

Canada

NOVASCOTIA

Business Article

Continued from page 1

Send out a Public Service Announcement (PSA) – PSAs are a great way to get a special event listed in the local activities columns of the newspaper and announced on local radio, and best of all, the ad space is generally free. A PSA is just three or four sentences that tell people who you are, what the event will be, when it will be and where they need to go if they want to participate. Just fax or e-mail the PSA to every media outlet you can think of.

Hire a freelance writer to compose a news release – A news release contains all the information a public service announcement presents, plus it tells the story of your event in a language that can be printed verbatim in the newspaper, or read on the radio. If you don't know of a freelance writer in your community, try contacting a college or university that offers a journalism or public relations program. There are always students around who need to build up some experience before graduation.

Formally invite the media to special events – Journalists will be more inclined to attend (and therefore report on) an event if they are officially invited—purchase a small set of invitations from a local card shop and personalize them with an RSVP.

Be prepared to talk back – Often, when the media becomes interested in a story, they want to talk to the person in charge...Be sure you're dressed appropriately for the interview and ask for the questions in advance if you are nervous. That way, you can think through your answers beforehand.

A strong relationship with the media means that your business will have a better relationship with the community it serves—go ahead and show off your business' unique character and accomplishments.

Featured Website

Rocket Fuel for your Biz (<http://www.alis.gov.ab.ca/RocketFuel/>)

Julie Penwarden

Rocket Fuel for your Biz is a new, online entrepreneurial resource that walks you through the basics of starting and growing a business. This interactive and instructional program is based on the Homebiz.TV Self-Employment video series.

Rocket Fuel features eight different modules, which can be completed in any order, and cover everything from strategic planning to the E-environment. Once you have completed a business module, you have the option to take a quiz and evaluate what you've learned.

It is designed to take you through scenarios that you may encounter while running a business. In contrast to most other entrepreneurial training tools, Rocket Fuel provides video clips of existing entrepreneurs in each business case study. These video clips help you to relate newly-learned concepts to actual real-life situations.

Even if you are just thinking about starting your own business, Rocket Fuel for your Biz is a great tool to learn about the steps involved, and hear about other entrepreneurs' personal experiences.

From Information to Business is a monthly publication of the Canada/Nova Scotia Business Service Centre.

Our Mission

To improve the start-up, survival and growth rates of small- and medium-sized enterprises by giving business people in every part of Nova Scotia access to accurate, timely and relevant information and referrals

Call: 1-800-668-1010

Click: www.cbsc.org/ns/

Visit: 1575 Brunswick St
Halifax, Nova Scotia

Editor-in-Chief:
Shirley Steller

Contributors:
Anthony Pouw
Julie Penwarden

Center Manager:
Ann MacLean Young

Ask an Information Officer

Continued from page 1

tions system. What funding options are available for such a business venture?

Your business is unique because it sits within the boundaries of the social economy: while you are not a non-profit organization, your success will be measured by social impact rather than your profits. Unfortunately, you're still not eligible for financing available to non-profit organizations, but you may find that there are conventional resources that are willing to support a venture like yours.

There are several resources that will assist with information, advice, and funding for organizations engaged in the social economy. Try traditional lenders first, like banks and credit unions, and if you are not successful, consider approaching the Community Business Development Corporation (CBDC) in your area. A CBDC is a single-source resource that can assist with several funding options. To locate the CBDC nearest you, contact the Canada/Nova Scotia Business Service Centre at 1-800-668-1010.

You can also try contacting the Nova Scotia Community Services Shelter Enhancement Program (1-800-774-5130). This program can assist with the acquisition or construction of transitional housing.

For FREE answers to your Business Questions call 1-800-668-1010 or email your questions to halifax@cbdc.ic.gc.ca

Hot Picks

The following books are available from the Canada/Nova Scotia Business Service Centre Library. These books may also be available in our resource centres, located throughout the province.

Promote your Business

Mary Morel

Need to promote your business? Of course you do. But you don't need to hire an expensive copywriter or public relations agency. With the help of this book you can write your own promotional material.

Whether you're just starting out, or you've been in business for years, *Promote your Business* is a handy tool to help you and write your own advertisements, press releases, e-newsletters and web sites.

This is a must read for anyone in small business who wants to write marketing material that makes their products and services stand out. You'll save time and money and, best of all, help your customers learn more about your business.

Big Business Marketing for Small Business Budgets

Jeanette Maw McMurtry

Traditionally, the competitive ace in the hole for smaller businesses has been their ability to provide more personalized service than their larger, arm's-length competitors. However, web-based technologies now allow global businesses to appear and behave much "smaller" than in the past, leaving local businesses scrambling to uncover new areas of differentiation and competitive advantage.

Big Business marketing for Small Business Budgets shows small

business owners how to make the most of their limited marketing dollars by capturing the lifetime loyalty of their most valuable customers.

Marketing and SMEs – The winning option (in French only)

Serge Carrier

Designed for all entrepreneurs, newcomers and experienced, *Le marketing et la PME* offers them several tools which will allow them to develop their own business and marketing plans and to understand their customers.

Serge Carrier presents and defines marketing as a long-standing social and economic phenomenon. He covers the various elements: product identification, price determination and distribution mode are addressed. (In addition to a basic discussion of the respective merits of advertising, promotion and personal sales, [the author presents] some information on the latest marketing techniques.) He concludes his book with a future outlook: the market in the next few years and the move toward relational marketing.

Recent Additions to Our Website

BizPaL – BizPaL provides Canadian businesses with one-stop access to permit and licence information for all levels of government. BizPaL is currently being run as a pilot project in selected municipalities in Ontario, British Columbia and the Yukon Territories.

Canada Food Safety and Quality Program – This program assists non-profit organizations with developing and implementing food quality systems.

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1575 Brunswick St.
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