

## **Michelle Neujahr**

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Michelle Neujahr has been passionate about being an entrepreneur and helping others entrepreneurs since childhood. As an entrepreneur Michelle has owned three businesses, spent time in the corporate world as a Director of Sales & Marketing and has consulted on many grass-roots marketing campaigns. Michelle is an author, social media junkie and an avid networker. In 2007 she won the Entrepreneurial Educator of the Year at SMCC where she serves as the Director of the Entrepreneurship Center. As the result of her low-cost, no-cost marketing techniques, Michelle grew the Business Incubator from 2 participants in 2009 when she took over to 26 participants in 2010.

Going forward Michelle's mission is to challenge students to envision a future of entrepreneurship and provide them with the tools to make their dream a reality. Michelle currently runs a weekly mastermind group for entrepreneurs, serves as the business coach for students in the business incubator and hosts business events for student business owners.

Low-cost, no-cost marketing techniques have been the foundation for growing each of Michelle's three businesses. When she came on board with SMCC Michelle applied the same techniques to the entrepreneurial center and as a result the program has grown, received favorable press and is starting to become a resource for outside business owners and organizations.

Michelle favorite thing to tell students is, "You must work ON your business not just in it." She believes that running the entrepreneurial center requires the same thing – she must work ON the center and not just in it.

### **50 Low-Cost, No-Cost Marketing Strategies Guaranteed to GROW Your Program**

1. Engage with the administration to create a compelling mission and vision.
2. Keep your business plan updated and follow it.
3. Ask for ideas from the administration and faculty.
4. Be active on campus. Make sure students and staff know who you are.
5. Keep your webpage updated.
6. Highlight your student entrepreneurs on the college website.
7. Seek out and get to know entrepreneurs within the faculty and adjunct staff.
8. Meet with at least two faculty members each month.
9. Create a program overview for your center to give to students and outside business owners.
10. Be newsworthy. Send press releases for things that will interest the general population.
11. Be a guest on a local business radio show.
12. Be a guest on an internet radio show. BlogSpotRadio.com is a great resource.

13. Create your own internet radio show using BlogSpotRadio.com.
14. Get to know the local media.
15. In addition to sending press releases, personally invite the media to your events.
16. Submit articles about entrepreneurship to the local press.
17. Submit articles to online article sites.
18. Respond to media queries both locally and nationally.
19. Hold an open house. This is a great way to market new additions to the program.
20. Create a Facebook page for your center.
21. Create and follow a strategy for using your Facebook page.
22. Highlight student entrepreneurs on your Facebook page.
23. Provide meaningful business tips on your Facebook page.
24. Invite local entrepreneurs to join your Facebook page.
25. Start a LinkedIn group.
26. Use the LinkedIn group the same way you do your Facebook page.
27. Seek to make connections with local entrepreneurs using LinkedIn.
28. Join LinkedIn entrepreneurial groups.
29. Join and/or follow other community college groups online.
30. Create a Twitter page and tweet often.
31. Send regular email updates to faculty members and adjunct instructors.
32. Write articles for the campus newspaper and newsletters.
33. Submit these articles to the local press and online sources.
34. Represent your center at all college events.
35. Share your own entrepreneurial story by speaking at campus events and to other classes.
36. Hold at least one meeting per week with an outside business owner.
37. Bring your students to local networking events.
38. Speak at local business events.
39. Join the local chamber.
40. Post events on free local business sites.
41. Co-market with other entrepreneurial organizations.
42. Attend other college clubs.
43. Volunteer at outside business events.
44. Enlist local entrepreneurs to speak in your classes and at your events.
45. Create an advisory board with students, faculty and outside business owners.
46. Use campus signs to recruit new members and to educate students about the program.
47. Create an entrepreneurship club or mastermind group.
48. Create a fun place for student entrepreneurs to hang out.
49. Make sure you are providing value to both faculty and students.
50. Have fun in whatever you do – students are attracted to FUN!