

# **DIGITIZING YOUR BUSINESS (NOW)**



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**BE**

**NICE**



# ENTREPRENEURSHIP



Make things better by  
**making** better things





We believe entrepreneurship is an essential skill for all students and faculty to improve our community.

The Nice Center

**STEP 1:**

**BUILD YOUR  
AUDIENCE**



# FIND YOUR AUDIENCE

A woman with dark hair in a bun, wearing glasses and a grey vest over a white t-shirt, is looking down at a tablet device. She is standing in a modern office or studio with large windows and brick walls. The background is slightly blurred, showing some office equipment and a clean, bright environment.

**EMAIL LIST**

**OUTBOX  
(email/phone)**

**SOCIAL NETWORKS**

**STEP 2:**

# **CREATE A SALES CHANNEL**

# CREATE A SALES CHANNEL



**LINK TO PAY**

**SOCIAL AS SALES**

**ONLINE STORE**

**ONLINE PATRONS**



**STEP 3:**

**ACTIVE YOUR  
AUDIENCE**

# ACTIVE YOUR AUDIENCE



**CREATE CONTENT**

**GIVE LINK FOR SALES**

**CONTINUE  
BUILDING AUDIENCE**





“...NDSU addresses the needs and aspirations of people in a changing world by building on our land-grant foundation..”

- MISSION STATEMENT

**GET HELP:**

**THENICECENTER.ORG/SHOPLOCAL**



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