

Marketing

Forty Examples of Guerilla Marketing

<http://www.youtube.com/watch?v=nJ4uCOJjDF8>

Guerilla Marketing

<http://www.youtube.com/watch?v=ZdtC0VeH5OI>

Oreo Elevator

<http://www.youtube.com/watch?v=JuDyv3vfIGE>

VW The fast Lane

<http://www.youtube.com/watch?v=98EJx7OKqLI>

Traffic Event

<http://www.youtube.com/watch?v=sSc-tGAZ410>

Communications

Women in Business

<http://www.youtube.com/watch?v=UTNDzp9GPPU>

Presentations

Bad Presentation Lion Fun Inc

<http://www.youtube.com/watch?v=wXILI9Q1jIw&feature=related>

Good Presentation Skills

<http://www.youtube.com/watch?NR=1&v=EumXWYSCbE4>

First Impressions

http://www.youtube.com/watch?v=eM_7koj1xol&feature=related

BC Business Registry

<http://www.bcbusinessregistry.ca/introduction/index.htm>

<http://www.smallbusinessbc.ca/>



<http://www.womensenterprise.ca/>

WOMEN'S ENTERPRISE CENTRE

<http://www.ainc-inac.gc.ca/ecd/ab/abc/abt/index-eng.asp>



Aboriginal Affairs and
Northern Development Canada

Affaires autochtones et
Développement du Nord Canada

http://www.lifeisgood.com/?utm_source=google&utm_medium=cpc&utm_term=life%20is%20good&utm_content=LIG+-+Branded+%28Exact%29&utm_campaign=Life+Is+Good+-+Branded&mkwid=srZgON1Z1&pcrid=6693959332&gclid=CK_JiNm69aoCFQ6Agwod7GIO5Q



LuLu Lemon



<http://www.lululemon.com/>

Where's the Beef?

<http://www.youtube.com/watch?v=Ug75diEyiAO>

Business Ideas (Business on the Main)

<http://businessonmain.msn.com/browseresources/boldideas/default.aspx#fbid=YVAdIW9UH7V>

Guerilla Marketing

OREO ELEVATOR

<http://www.youtube.com/watch?v=JuDyv3vfiGE>

EXAMPLES

<http://www.youtube.com/watch?v=nJ4uCOjDF8>

Sneezing Bus Stop

<http://www.youtube.com/watch?v=Cp9Fksd6oUg>

Bowling Heads

http://www.youtube.com/results?search_query=guerilla+marketing+examples&suggested_categories=22%2C26&page=4

Nike

<http://www.youtube.com/watch?v=TuJDjFd-hGI>

Scratch Insurance

<http://www.youtube.com/watch?v=98U2O7cpcNw&feature=autoplay&list=PL8277A10DB79A2DE3&playnext=2>

Street Art

<http://www.youtube.com/watch?v=bQN3fUAfl-M>

Coke

<http://www.youtube.com/watch?v=qMOuF8oskRU&playnext=1&list=PL65C27B6D1835B4DB>

McDonalds Coffee

<http://www.youtube.com/watch?v=8oKbt4yWEpE&playnext=1&list=PL65C27B6D1835B4DB>

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Traffic Event

<http://www.youtube.com/watch?v=sSc-tGAZ410>

Selling

How NOT to Sell (Stodgy)

<http://www.youtube.com/user/MaverickMethod?feature=pyv&ad=8523374146&kw=sales#p/u/0/bynXZgbF9GQ>

How to Sell Soap : VIRAL MARKETING, People to People

<http://www.youtube.com/watch?v=vj29qLnBiE>

Women in Business

Mother and CEO

<http://www.youtube.com/watch?v=ZjuXLkGlxn8&playnext=1&list=PL5800583E39440A3B>

Challenges and Opportunities

<http://www.youtube.com/watch?v=P-7LVI0rh0c>

Be Persistent

<http://www.youtube.com/watch?v=OALV1uwiPr8>

Have a Plan

<http://www.youtube.com/watch?v=GNb3eSYhXcc&feature=related>

Risk

http://www.youtube.com/watch?v=M_5UXHuWgU0&feature=related

Unintentional Entrepreneurs

<http://www.youtube.com/watch?v=4DsGyADrqQY>

“You Never Know”Booger Wipes

<http://www.youtube.com/watch?v=XV4R-wdtoXg&feature=relmfu>

Planning

The Business Plan

<http://www.youtube.com/watch?v=x0y3VgjhGw0>

Why a Business Plan?

http://www.youtube.com/watch?v=RA3TVq5rp_s&feature=related

Aboriginal Business

N E BC

http://www.youtube.com/watch?v=PBMsj_OzhIM

2020 Vision

<http://www.youtube.com/watch?v=We8Bd3HX9uU&playnext=1&list=PL77D46DA10058738F>

Story Tellers

<http://www.youtube.com/watch?v=xlbAgFtn600>

Thunderbird TV : Clothing Entrep

<http://www.youtube.com/watch?v=s166GZdbnXA>

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Risk

Star Trek : Risk is our Business

<http://www.youtube.com/watch?v=toG6aSQFF7Y>

Risks & Failures in Business : Baby Steps

<http://www.youtube.com/watch?v=mOMx6EWWo9o>

Web Links / Training / Success Stories / Social Media Links

How to protect your new business, advice on copywriting, trademarks, patents etc.

https://www.youtube.com/watch?v=PAVbXGXelsY&feature=player_detailpage

Interesting ideas on how to set up an online t-shirt business.

https://www.youtube.com/watch?v=Z0yhS_sJkMk&feature=player_detailpage

Great video on successful businesses throughout Canada.

Published on May 31, 2012

See how from the desert vineyards of Southern British Columbia to the frozen tundra high above the Arctic Circle to the urban centre of Winnipeg and the rocky shores of Newfoundland, First Nations, Inuit, and Métis are establishing and promoting business ventures and partnerships that will provide long term employment and benefits for years to come

https://www.youtube.com/watch?v=fWUU1jo1M-w&feature=player_detailpage

Published on Feb 21, 2013

Deanna Johnson, an Aboriginal woman living in Chilliwack, British Columbia, has proven that women can succeed in the construction world.

https://www.youtube.com/watch?v=T60i30c1JgM&feature=player_detailpage

How to Start Your Own Business- Aboriginal Entrepreneurship for Contractors
Focusing mostly on Oil fields.

https://www.youtube.com/watch?v=rNEWWQYKVwE&feature=player_detailpage

This is a video about starting a clothing company, but the information is great for all business types.
Cheap start up costs.

https://www.youtube.com/watch?v=RgApFS83pT8&feature=player_detailpage

Workbook for minding your business. Directed at First Nations Peoples

<http://www.chnook.org/wp-content/uploads/2012/01/Minding-our-own-Businesses-Workbook.pdf>

This is info from Manitoba about different funding for businesses.

http://www.gov.mb.ca/jec/social_enterprise/programs.html

A similar link but for BC, I like the Manitoba one better, maybe they could change it for us, lol.

<http://www.bcaafc.com/initiatives/social-enterprise>

Social enterprise grants from Vancity.

<https://www.vancity.com/AboutVancity/InvestingInCommunities/Grants/GrowingTheSocialEconomy/>

Vimeo Video Links and Social Media Marketing tools

CSC Electric 11 years in Business in Kamloops outline business building that is needed as well as how they started with a ladder and truck. Recently given a contract BC Hydro to do substation in FN Community.

<https://vimeo.com/36065102>

Social Raves basically the FACEBOOK for Business is a cross platform social media interface that tracks likes and scale their social media contacts. Tracks and helps grow

<https://vimeo.com/23000256>

BuzzFeed is a social media marketing tool for business. Stress how to tell your story in a different way, via direct video feed, customers get a feel for the business without having to visit until they are ready to buy. This also a scalable platform allowing feeds through Facebook, Twitter, Pinterest and beyond...

<https://vimeo.com/87193418>

Discuss how **social media is the new prospect tool**, use social media such as FB to start conversations with potential customers. This is an inexpensive, readily available source for connecting with customers who are demanding instance access to businesses and products.

<https://vimeo.com/38650978>

Social Media for business connections:

Search out and use scalable social media sites that create multiplatform posting and have tools that track customers visits in real-time such as :

<http://getdatadriven.com/ab-significance-test>

<http://www.hubspot.com/ab-test-calculator>

<https://vwo.com/ab-split-test-significance-calculator/>

<https://blog.bufferapp.com/free-twitter-tools>

A step by step website that improves **social media marketing and tracks performance**

<https://blog.bufferapp.com/social-media-automation-guide>

LINKEDIN the correct way to set and control business to business social network that increases success and highlights the strengths of your company and ultimately you.

<http://www.entrepreneur.com/article/244764>

<http://www.ukessays.com/essays/business/the-skills-and-qualities-of-an-entrepreneur-business-essay.php>

Itemized list: qualities of an entrepreneur: goal oriented, decision-making, people skills, time management, etc. Entrepreneurs have HIGH LEVELS OF PERSISTENCE AND COMMITMENT, they are CAUTIOUSLY OPTIMISTIC. Learn how to START A BUSINESS and SUSTAIN A BUSINESS.

<http://www.markedbyteachers.com/gcse/business-studies/what-are-the-most-important-qualities-that-an-entrepreneur-needs-to-possess-in-order-to-start-up-and-run-a-business-successfully.html>

ENTERPRISE skills are crucial. Enterprise is a skill which entrepreneurs should possess that involves many different skills and qualities, including showing initiative (being able to and actively bringing a good or service to the market), having a willingness to take risks and being imaginative.

The study clearly shows that creativity and innovation are very important skills for enterprise.

<http://www.bookrags.com/essay-2005/10/9/181718/778/#gsc.tab=0>

Persistence: willing to work until the job is done, no matter how long it takes. Tenacious in overcoming obstacles and reaching goals

- Creativity:
 - Responsible:
 - Inquisitive:
 - Goal Oriented:
 - Independent:
 - Self-demanding:
 - Self-Confident:
 - Risk-Taking:
 - Restless:
 - Action-Oriented:
-

<http://www.selfgrowth.com/articles/top-10-characteristics-of-a-successful-entrepreneur>

Top 10 Characteristics of a Successful Entrepreneur

Level headed, Organized, Disciplined, Focused, Confident, Leader, Communicator, Risk Taker, Persistent, Optimistic.

<http://www.studymode.com/essays/What-Are-The-Qualities-Of-a-1594351.html>

What are the qualities of a good entrepreneur?

It is known that, in the context of the creation for profit-enterprises, entrepreneur is often synonymous with founders. An entrepreneur will face many obstacles, challenges and difficulties in business operation. To be successful, a good entrepreneur will need have some extraordinary abilities. So what is an entrepreneur? The entrepreneur, with his dream and will to found a private kingdom, to conquer adversity, to achieve success for its own sake, and to experience the job of creation, is a heroic figure in economic development.

<http://www.inc.com/jeff-haden/9-qualities-of-remarkable-entrepreneurs.html>

Good entrepreneurs make money. Great entrepreneurs make serious money. Nine qualities are listed of REMARKABLE ENTREPRENEUR

http://www.streetdirectory.com/travel_guide/106941/success/what_does_success_feel_like_to_you.html

Your success begins with your being able to FEEL that you are able to succeed. Do you think you can? Do you believe you can? Are you sure you can? If so, then you most definitely can do it!

if you're in business for yourself, how do you measure your success? By the amount of sales generated in a given time? By how much in total assets your business owns?

Observations and measurements compose only one part of the success formula, but what is more important is how you FEEL about yourself, specifically, how competent or 'able' you feel to achieve the targets in your sights. Success in any endeavour depends on how well and how fast you are able to learn the necessary skills that bring about desired results.

Success is an acquirable state - it can be learned.

http://www.streetdirectory.com/travel_guide/106941/success/what_does_success_feel_like_to_you.html

Do you know how good you are at what you do? When was the last time you did an objective evaluation of your skills, abilities and aptitudes- that determine how 'successful' you are in whatever it is that you do? Most people, especially those in the professional, entrepreneurial or

academic fields, have systematic ways available to them to gauge how good they are at what they do.

if you're in business for yourself, how do you measure your success? By the amount of sales generated in a given time? By how much in total assets your business owns? By how much free time you have while your business runs on autopilot, generating profits for you with minimal maintenance?

The only way you can create an authentic FEELING of competence, the only way you can generate a genuine belief in yourself and your ability to succeed is to consciously go about doing the work that is required to give you the ability to succeed - how?

<http://www.annebolender.com/clarity-2/what-does-success-feel-like/>

For me, success feels like personal freedom, autonomy, happiness, and feeling affluent. All four of these feelings can be achieved right now without my having to wait for any significant changes to take place in my life. **You can feel successful right now simply by changing the way you feel.**

Since like attracts like, the great thing about feeling successful is that the more successful you feel, the more success you attract and the more successful you become.

<http://www.successharbor.com/do-you-feel-like-a-superstar-when-you-fail-here-is-why-you-should-09242014>

Most entrepreneurs fail. The ones that succeed in the long run understand that each failure contains the seed of a future success.

Entrepreneurs start new businesses, create jobs, build brands, take risks, break down barriers, and fail. They fail early and they fail often.

The ability to fail and to move on is one of the biggest reasons some become successful while most fail.

The truth is failing increases your chance for success.

<http://www.successharbor.com/do-you-feel-like-a-superstar-when-you-fail-here-is-why-you-should-09242014>

What do you think the difference is between where you are right now with your business and those who are more successful?

Why are they more successful? What do they have that you don't? What do they do that you or others don't do?

Here's what I can tell you about those who are more successful.

- They aren't smarter than you.
 - Most likely they aren't more skilled or talented than you.
 - They don't have more IQ. If their IQ is higher, it is not a guarantee they will be successful.
 - So, why are they more successful?
-

<http://www.themarketingbit.com/marketing-2/6-secrets-business-success/>

What are the secrets of those who achieve business success?

I believe there are six business success secrets. Let's walk through each of them.

Success Secret #1: Your personal definition of Business Success You have to define your success

Success Secret #2: Critical Ingredient You have to have the critical ingredient – G R I T

Success Secret #3: Growth Mindset You have to know that no matter what you've experienced to date, you can learn how to improve and do anything better. Your mind can and does grow.

Success Secret #4: The Plan You absolutely have to have a plan – a focus for all of your energy and grit.

Success Secret #5 Consistency You have to consistently work your plan. Not just for a day or a week or a month, but every day for year after year.

Success Secret #6 Measure Progress You need to measure your progress so you know what works and what doesn't so you can achieve more success.

<https://blog.udemy.com/list-of-interpersonal-skills/>

List Of Interpersonal Skills: 10 Must-Have Attributes

1. Verbal Communication
 2. Non-verbal communication
 3. Listening
 4. Questioning
 5. Manners A basic understanding of etiquette translates to other cultures and their expectations.
 6. Problem-solving
 7. Social Awareness
 8. Self-management
 9. Responsibility and Accountability
 10. Assertiveness
-

<http://www.skillsyouneed.com/interpersonal-skills.html>

Interpersonal skills are the life skills we use every day to communicate and interact with other people, both individually and in groups. People who have worked on developing strong interpersonal skills are usually more successful in both their professional and personal lives.

Employers often seek to hire staff with '*strong interpersonal skills*' - they want people who will work well in a team and be able to communicate effectively with colleagues, customers and clients.

A List of Interpersonal Skills Includes:

- **Verbal Communication** - What we say and how we say it.
- **Non-Verbal Communication** - What we communicate without words, body language is an example.
- **Listening Skills** - How we interpret both the verbal and non-verbal messages sent by others.
- **Negotiation** - Working with others to find a mutually agreeable outcome.
- **Problem Solving** - Working with others to identify, define and solve problems.
- **Decision Making** – Exploring and analyzing options to make sound decisions.
- **Assertiveness** – Communicating our values, ideas, beliefs, opinions, needs and wants freely.

You Already Have Interpersonal Skills.

Develop Your Interpersonal Skills

<http://www.wikihow.com/Develop-Interpersonal-Skills>

1. **Identify interpersonal skills in need of development.**
 2. **Focus on building harmonious relationships.**
 3. **Communicate clearly and carefully.**
 4. **Examine personal ethics.** People tend to trust those who are self-aware and who do not abuse their power. Practice integrity in your relationships by examining the impact of your behaviors and decisions on others.
 5. **Be a team player.**
 6. **Resolve conflicts.**
-

<http://soft-skill.blogspot.ca/2008/04/tips-to-improve-your-interpersonal.html>

Recently I had a job interview with an International company, and despite testing technical / professional skills, a great importance on the interview process was given to the "**Interpersonal skills**".

Interpersonal Skills is one of the elements how you are perceived by your manager and coworkers, which play a large role in things as minor as your day-to-day happiness at the office and as major as the future of your career.

No matter how hard you work or how many brilliant ideas you may have, if you can't connect with the people who work around you, your professional life will suffer.

Here are some tips, on how to improve our Interpersonal Skills.

<http://www.businessinsider.com/differences-between-successful-and-unsuccessful-people-2014-3>

Here Are The Major Differences Between Successful And Unsuccessful People
The postcard points out 16 big differences between successful and unsuccessful people.

<https://www.americanexpress.com/us/small-business/openforum/articles/13-business-leaders-who-failed-before-they-succeeded/>

Including: Walt Disney, Henry Ford and Colonel Sanders...

<http://www.budbilanich.com/50-famous-people-who-failed-at-their-first-attempt-at-career-success/>

<http://small-bizsense.com/10-famous-entrepreneurs-who-failed-in-business-before-becoming-successful/>

<http://www.skillsyouneed.com/rhubarb/successful-vs-unsuccessful-people.html>

What Do Unsuccessful People Usually Do

- 1. Disapprove of Change**
- 2. Judge People's Responses**
- 3. Refuse to Apologize**
- 4. Avoid Gratitude**
- 5. Have a Negative Attitude**

What Do Successful People Do?

- 1. Always Try to Improve**
 - 2. Possess Strong Sense of Self-awareness**
 3. Possess Sense of Ownership
 - 4. Oriented Towards Goals**
 - 5. Value Time**
-

Business Advice Videos (on Vimeo)

<https://vimeo.com/tag:business+advice>

250 videos on business advice

<https://vimeo.com/tag:small+business+advice>

187 small business advice

Aboriginal Business Mentorship Program (ABMP)

https://www.ccab.com/aboriginal_business_mentorship_program -

Shut out by banks, aboriginal entrepreneurs are pioneering new financing models

<http://www.canadianbusiness.com/blogs-and-comment/social-finance-access-to-capital-indian-business-corp/>

10 Tips for the First-Time Business Owner - Advice from a young entrepreneur in the trenches

<http://www.carolroth.com/blog/expert-advice-for-new-entrepreneurs/>

<http://www.entrepreneur.com/article/203254>

12 Successful Entrepreneurs Share the Best Advice They Ever Got

<http://www.entrepreneur.com/slideshow/230239>

Measuring Success

http://www.streetdirectory.com/travel_guide/106941/success/what_does_success_feel_like_to_you.html

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First Nations Social Media

<http://www.ictinc.ca/blog/5-tips-for-successful-first-nation-recruitment>

https://www.ccab.com/uploads/File/CCAB-PromiseAndProsperity2014-web_March_31st.pdf

<http://coppermoon.ca/social-media/>

<http://fnbc.info/resource/social-media-tool-inclusion>

Success Stories (BC)

<http://smallbusinessbc.ca/success-stories/>

http://www.livesmartbc.ca/green_business/success_stories.html

<http://www.communityfutures.ca/success-stories>

<https://www.smallbusinessroundtable.ca/Succeed-%281%29.aspx>

<http://www.britishcolumbia.ca/export/success-stories.aspx#.VTfwxiFVhBc>

BC Success Stories <http://www.bcabc.ca/stories>

Success Stories (Western Canada)

<http://www.albertacanada.com/business/invest/2178.aspx>

<http://albertaventure.com/2014/10/four-niche-alberta-businesses/>

<http://smallbusiness.alberta.ca/small-business-in-alberta/success-stories/>

<http://www.tradecommissioner.gc.ca/eng/businesswomen/success.jsp>

Success Stories (Eastern Canada)

<http://www.acoa-apeca.gc.ca/eng/Pages/recent.aspx>

<http://www.futurpreneur.ca/en/get-inspired/success-stories/>

You may be a solo-preneur working in a home office or a futur-preneur just starting out....

<http://www.cbc.ca/news/business/5-young-canadian-entrepreneurs-reveal-secrets-to-success-1.1021852>

Success Stories USA

<http://www.inc.com/ss/10-inspiring-small-business-success-stories>

<https://smallbusinessonlinecommunity.bankofamerica.com/community/running-your-business/business-startups/blog/2013/04/03/no-foolin-10-crazy-small-business-stories-of-inspiration>

<http://tcbmag.com/Honors-and-Events/Small-Business-Success-Stories>

<https://www.youtube.com/watch?v=HtvTfG7HDe8>

You Tube : The New Reality of Aboriginal Business

<https://www.youtube.com/watch?v=fWUU1jo1M-w>

<https://www.youtube.com/watch?v=-Yz7JwvOr1U>

The New Reality of Aboriginal Business

<https://www.aadnc-aandc.gc.ca/eng/1307014211008/1307014336701> Success Stories

Preview YouTube video Aboriginal Business: Success Stories



Preview YouTube video The New Reality of Aboriginal Business - JP Gladu



Business Advice - A Simple Mindset
to Drastically Improve Your Business
https://www.youtube.com/watch?v=13Pdm_T8UVA

<https://www.youtube.com/watch?v=NurbDuc1ZXA>

First Nations Business / Entrepreneurial Training Programs

<http://www.gov.bc.ca/arr/economic/fcf/strategy.html>

<https://www.ontario.ca/aboriginal/programs-and-funding-aboriginal-peoples>

<http://www.ccae.ca/>

<http://www.servicecanada.gc.ca/eng/audiences/aboriginal/business.shtml>

http://www.maei-ieam.ca/Aboriginal_Youth_Entrepreneurship_Program.html

<http://www.canadabusiness.ca/eng/program/2600/>

<https://www.aadnc-aandc.gc.ca/eng/1375201178602/1375202816581>

http://www.nextsteps.org/nextsteps/index.php?option=com_content&view=article&id=735

<http://www.canadorecollege.ca/>

<http://www.acr-alberta.com/ProgramsProjects/AboriginalProgramsProject/ProgramSummaries/BusinessDevelopmentPrograms/tabid/237/Default.aspx>

<http://aboriginalskills.ca/>

<http://yellowquill.org/-base-path-programs>

<http://www.aboriginal.alberta.ca/Womens-Security-Councils.cfm>