

Issue 2 | April 2015

# The Diverse Business Messenger

Published by the DB Supportive Services Center at Cheyney University

ADDRESSING THE NEEDS OF DIVERSE BUSINESSES,  
PLANTING THE SEEDS FOR A SECURE FUTURE.

*Happy Spring!*

This month the DB Supportive Services Center has some exciting events, workshops and tips on how to improve your business, advance your chances of doing business with PennDOT and networking with other firms like yourself. If you haven't already, please visit the Rapid Bridge website [www.parapidbridges.com](http://www.parapidbridges.com) for the latest updates and RFP's from Plenary Walsh Keystone Partners.

As always, please feel free to contact our office if you have any questions regarding Business Partner Registration.

*Yours Truly,*

Diverse Business Supportive Services Center



Diverse Business Supportive Services Center  
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# 11 Tips to Keep in MIND



## 6 Ways to Make Visitors Fall in Love with your Website

- 1) **Create A Simple and Eye-Catching Web Design**
- 2) **Make Your Brand Personality Shine**
- 3) **Be Empathetic**
- 4) **Content Should Match the Users Objective**
- 5) **Headings, Bullet Points, Photos and Videos**

## 5 common Mistakes Small Business Owners Make

- 1) **Short-term is short-sighted** :Think Long Term
- 2) **Put it on paper** :Protect Yourself
- 3) **Don't underestimate your obligations** :Don't take on too many business obligations
- 4) **All financing is not created equal** : Except reasonable demands
- 5) **Know your market** :Gain control

## Upcoming Trainings & Events

### Getting Ready for Primetime: A Technical Assistance & Networking Event For PRIMEs AND DBEs

**Wednesday, May 20, 2015 8:30AM-4PM**  
**Thursday, May 21, 2015 8:30am-12pm**

**Berks County Community Foundation**  
**237 Court Street**  
**Reading, PA 19601**

**Register on:**  
**[www.Pennsylvaniadbe.com](http://www.Pennsylvaniadbe.com)**  
Registration for networking closes on May 15th

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