

Business Kitchen to cook up great ideas

THE Business Kitchen is opening its first-ever event in Gloucester with a free workshop entitled How to Target Your Ideal Customers.

Set up more than two years ago by creators Nigel Knowlman and Gill Smith, the Business Kitchen training format is a unique blend of interactive, confidential group participation and business training broken down into bite-sized sessions, to ensure business owners can easily fit the sessions into their working schedule.

Its motto is: "If you spend all your time working in your business, you must find time out to work on your business."

The Business Kitchen first opened in Cheltenham in late 2014 and expanded to Tewkesbury in June 2016.

Gill said: "Knowing that Gloucester is reinventing and promoting itself as a great place to work, live, visit and invest, now seems the ideal opportunity to launch in this city.

"We also know, from speaking to members and to business owners, training and development is high on the list as part of this remit and we are both excited and delighted to expand into Gloucester – a city on the turn."

Attendees will receive a preview of a session from the main course programme and will leave with bite-sized tips on how to recognise your ideal customer, apply the hidden secrets that attract them to choose you and market to them in ways that make them act to buy your products and services.

Nigel said: "This is set to be a powerful



The Mercure Bowden Hall Hotel

workshop, with the idea of attendees working as a group, sharing experiences and ideas. Business owners really will discover the skills that enable them to identify the best customer for their business."

The event, to be held on Wednesday

November 8, 10am to 12.30pm, will take place at the Mercure Gloucester Bowden Hall Hotel, Bondend Lane, Upton St Leonards GL4 8ED. Spaces are limited. Sign up at eventbrite.co.uk/e/free-workshop-reveals-how-to-target-your-ideal-customer-tickets-28304187587.