



[Small Business Camp inspires entrepreneurs to promote their ideas, themselves during weekend seminar](#)

Submitted by Semele George on Tue, 03/17/2015 - 12:00am

CHARLOTTE AMALIE, St Thomas, U.S. Virgin Islands – March 17, 2015 - More than 100 existing and aspiring small business owners participated recently in the Small Business Camp Weekend training program which taught lessons from generating sales online to growing a business in 16 weeks. Hosted by the Virgin Islands Economic Development Authority's Disaster Small-Mid-sized Enterprises Incubation Program, this training program - which was conducted free of charge to the general public - was held recently this month for entrepreneurs, executives, non-profit leaders, and anyone that has a business idea at the Cardiac Center at the Governor Juan F. Luis Hospital on St. Croix, U.S. Virgin Islands.

Conducted periodically on St. Croix by its instructor Andrew Morrison, the president of Small Business Camp, attendees also learned how to package their ideas for profit, write a book in a weekend, build a team, and attract investors. Participants also learned how to promote themselves, their business and ideas by engaging in social media, creating promotional videos, developing a website, and writing press releases and articles. The participants were also provided the following five steps for growing any business in 16 weeks: taking inventory, listening to opportunities, developing a business model, building a team, and planning on reaching a milestone in 16 weeks.

"I'm in love with the Virgin Islands. I have never met so many multi-talented people in one place ! Many of the U.S. Virgin Islanders I've met possess talents in cooking, building a kitchen and designing the table cloths - to name a few - all of which are great activities that can be transformed into ideas to start and build profitable businesses as they satisfy everyday needs in our society today. I'm delighted to help people bring greater clarity to their vision and offer a step-by-step plan on how to get there. We have only just begun, and I am already seeing millionaires coming out of this program," said Andrew Morrison, president of Small Business Camp.

Following the Small Business Camp Weekend, participants began to take part in a 16-week challenge utilizing the lessons they learned during Small Business Camp Weekend.

Small Business Camp is an entrepreneurial training and marketing services firm that provides high-impact strategies for entrepreneurs, executives and non-profit leaders. This highly engaging, energetic, thought-provoking, hands-on Small Business Camp Weekend training program allowed Morrison to share his knowledge on entrepreneurship with attendees on St. Croix.

Morrison has trained thousands of entrepreneurs from Hawaii to Nigeria, lectured at Harvard University and appeared on Oprah. Previously, he built a multi-million dollar company by providing innovative direct marketing services to Fortune 500 companies. Morrison was featured in the Wall Street Journal, Entrepreneur Magazine, The Network Journal and Crain's Magazine 40 Under 40 and Advertising Age. In New York, he hosted the "Money Making Mondays" radio show heard on 98.7 KISS-FM, and in his earlier days he was the recipient of the prestigious Young Direct Marketer of the Year.

The Small Business Camp Weekend was brought to the U.S. Virgin Islands community by the VIEDA and funded by the U. S. Department of Commerce-Economic Development Administration (EDA).

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Published on United States Virgin Islands Economic Development Authority (<http://maill.vivote.gov>)

Source URL (modified on 03/21/2015 - 7:26am): <http://maill.vivote.gov/resources/media/pressreleases/small-business-camp-inspires-entrepreneurs-promote-their-ideas>