

Business Monday

Camp teaches tricks to growing a business

Daily News Staff

ST. CROIX — 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, the training program — offered free of charge for the general public — was for entrepreneurs, executives, non-profit leaders and anyone with a business idea. The camp was held at the Cardiac Center at Governor Juan F. Luis Hospital.

Conducted periodically on St. Croix by instructor Andrew Morrison, 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 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.

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— Andrew Morrison, president, Small Business Camp

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Andrew Morrison, president of Small Business Camp, an entrepreneurial training and marketing program, greets participants at a weekend training program on St. Croix earlier this month.

plan on how to get there. We have only just begun, and I am already seeing millionaires coming out of this program," said Morrison.

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

Small Business Camp is an entrepreneurial training and marketing services firm that provides high-impact

strategies for entrepreneurs, executives and non-profit leaders.

Morrison has trained thousands of entrepreneurs from Hawaii to Nigeria, lectured at Harvard University and appeared on "Oprah." Previously, he built a multimillion-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 and in his earlier days he received the 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.

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