



The Women's  
**Business Center**  
of Charlotte

a program of

**National  
INSTITUTE**  
Economic Development



# Who and Where Are



# YOUR CUSTOMERS

## FREE **Zoom** Webinar

Wednesday, July 28, 2021

10:00 AM - 12:00 PM

Register online to attend:  
<https://Linktr.ee/wbccharlotte>

## THE CHARLOTTE MECKLENBURG LIBRARY HAS RESOURCES TO HELP YOU START AND GROW YOUR BUSINESS

Data Axle Reference Solutions, an online directory of millions of United States companies, can be used to find out who your competitors are, get valuable information for deciding on a business location, find customers if you are selling B2B, and more. If you are selling to people and want to know how many or where those potential customers are, then using SimplyAnalytics, will give you statistics and demographic information.

Your taxes have allowed the Library to provide these valuable resources for no additional cost, attend this hands-on workshop to learn how to use them to succeed in your business.

### PRESENTER



**MIMI CURLEE**  
Librarian  
Charlotte Mecklenburg  
Library

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