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street-wise business communication design



Education as a Business Strategy NSI Helps Latino Entrepreneurs Become the Owners of their Dreams

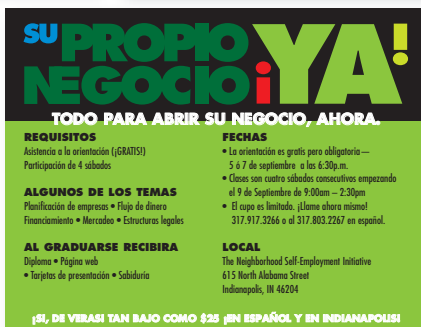
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The Neighborhood Self-Employment Initiative (NSI) helps people create and develop their own very small businesses, called microenterprises. NSI is the only nonprofit agency of its kind in central Indiana — no other agency does what NSI does. NSI serves 10 counties: Marion, Hamilton, Hancock, Shelby, Johnson, Brown, Morgan, Hendricks, Putnam and Boone. The organization works on the premise that starting a business ought to be an opportunity that is available to everyone.

For Spanish speaking immigrants, NSI offers its Business Beginnings course in Spanish. The course covers the same topics as Business Beginnings in English. Students were required to attend a free orientation session before registering for the Business Beginnings course. **The SosaGroup helped NSI market the class to the Central Indiana Latino communities.** By developing a Public Relations and Advertising

campaign, we helped dozens of potential business owners become more aware of the issues surrounding a business launch. We also helped administer the registration of these students and participated in the instruction of the actual educational program.

We've also assisted NSI with the design and production of other print and electronic materials to promote many of their programs.



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¿Ha pensado usted alguna vez en iniciar su propio negocio?
¡NSI le puede ayudar!



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