

April 7, 2015

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If the thought of contacting strangers and asking for their business fills you with dread, take heart. It's not you.

The Burleson Public Library is hosting a free workshop for small business owners on Friday, May 1. "From Prospecting to Profits: How to Turn Cold Calls into Warm Leads" is a two-hour workshop that starts at noon at the library, 248 S.W. Johnson Ave. Sales professional Janet White, president of the JW Speakers Agency and author of "Cold Calls to Closing: What Every Small Business Should Know About Selling," will lead the workshop. You'll learn how to get potential clients to work with you; focus on developing relationships; and changing the way you think about cold calling.

Bring a bag lunch. Refreshments will be provided. Register for the workshop by April 30 by calling 817-426-9210 or emailing agoshey@burlesontx.com.