

Press Release

For Immediate Release

FNB Launches "Monetise Your Business" workshops in collaboration with Hetty The Entrepreneur: Empowering township entrepreneurs.

Johannesburg, South Africa – 2 August 2024 – FNB in partnership with South Africa's leading monetisation expert, Hetty The Entrepreneur, is proud to announce the launch of Monetise Your Business, a series of dynamic workshops designed to empower entrepreneurs in townships across South Africa. These workshops aim to provide practical strategies and essential knowledge to help local business owners drive growth in their ventures.

Monetise Your Business workshops will commence on 17 August 2024 and will be held in townships across South Africa, bringing fundamental business education directly to the heart of our communities. Each workshop will cover crucial topics including business plan development, financial management, marketing strategies, sales techniques, digital marketing, legal essentials, operations management, human resources, funding and investment, customer service excellence, technology and tools, and growth strategies.

Key Highlights of the Workshops:

- **Expert-Led Sessions:** Attendees will benefit from the insights and experiences of South Africa's number one monetisation expert and other industry leaders.
- **Interactive Learning:** The workshops are designed to be highly interactive, allowing participants to engage with the content, ask questions, and receive personalised advice.
- **Practical Tools:** Entrepreneurs will gain access to practical tools that they can immediately apply to their businesses.
- **Networking Opportunities:** Each workshop will include networking sessions, providing valuable opportunities for participants to connect with peers and mentors.
- **Pitching Challenge:** Participants will have the chance to compete in a pitching challenge, with the winner receiving a cash prize to invest in their business.

FNB's partnership in the Monetise Your Business workshops underscores the bank's commitment to supporting township entrepreneurs and fostering economic development within these communities. By collaborating on this initiative, FNB demonstrates its dedication to providing accessible financial education and resources that empower local business owners to succeed.

Inaugural Workshop: The inaugural workshop for the Monetise Your Business workshops will be held on 17 August at Tsakane Community Hall in the East Rand of Johannesburg from 09:00 - 13:00 featuring a masterclass, networking opportunities, and a pitch your business session.

"At FNB, we believe in the potential of township entrepreneurs. By supporting initiatives like Monetise Your Business, we are demonstrating our commitment to provide the support and

resources needed to help these businesses thrive. Our goal is to foster economic growth and innovation within South African townships," says Heather Lowe, Head of SME Development at FNB.

"We are thrilled to launch the Monetise Your Business workshops in partnership with FNB. Our mission is to equip township entrepreneurs with the knowledge and skills they need to achieve sustainable growth. These workshops are a vital step towards creating a thriving entrepreneurial ecosystem in South Africa." – Hetty The Entrepreneur, Founder and Lead Facilitator.

How to Register: Registration for the Monetise Your Business workshops is now open. Entrepreneurs can visit www.monetiseyourbusiness.co.za to get more information about the workshop schedule, locations, and how to register. Early registration is encouraged as spaces are limited.

For more information, media inquiries, or to schedule an interview, please contact:

- **Name:** Monetise Your Business
- **Email:** info@monetiseyourbusiness.co.za
- **Phone:** 0714842656

About Monetise Your Business: Monetise Your Business is dedicated to empowering entrepreneurs across South Africa through education, mentorship, and practical support. With a focus on monetisation and business growth, we provide innovative solutions to help businesses thrive in competitive markets.

Monetise Your Business

info@monetiseyourbusiness.co.za