

## Marketing Committee - 2015 Approved Messaging

***Members of the Marketing & Legislative Committees were asked to review approved messaging from 2013 and if needed edit/update the messaging. The messaging below is simply verbiage reviewed and approved by the two communities to be used as an SBDC sees fit. This could mean that an SBDC uses one sentence, breaks a paragraph into bullets or uses everything to tell the whole story. The Committees encourage everyone to use the America's SBDC logo and key brand messaging to the fullest extent possible. Our national network is strongest when we all work together and speak with the same voice.***

### LEGISLATIVE MESSAGING

*The messaging below is meant for legislative focused marketing but does include some generic marketing copy. The messaging can be used "as is," in whole or in part, or it can be customized with your SBDC's specific information and statistics. A jacket card will be created using some of the content. These jacket cards will be printed and available at the 2015 Spring Meeting.*

**Goal:** For Legislators to see America's SBDC network's value and increase funding

**Market:** Congress, Legislators (key stakeholders)

**Message:** America's SBDC is the nation's proven, cost-effective, and accredited network focused on small businesses—America's job creators

---

*Headline Options:*

**Thank You For Helping Us Move Our Economy Forward**

**Thank You For Supporting America's Job Creators**

*Intro/Summary Info:*

Small businesses are job creators and innovators. Supporting their formation and growth moves our economy forward and makes our communities healthier. Strong federal funding for America's SBDC leverages the continuation of the nation's largest and most effective small business assistance program. America's SBDC is the nation's proven, cost-effective, and accredited network focused on small businesses—America's job creators

Over 1000 SBDC locations across the country

- Over 5,000 SBDC certified business consultants hosted at leading colleges and universities ready to help
- Providing local businesses and entrepreneurs with the resources they need to thrive, compete and succeed.

America's SBDC plays the leading role that small businesses rely on—

- Helping access capital
- Identifying market opportunities including exports
- First responders when disaster strikes

America's SBDC's offer No-Cost Business Consulting and Low-Cost Business Training

- All stages, all types, all industries—all across the country
- All areas of business assistance
- National and International Partners

America's SBDC national team of more than 5,000 certified international business consultants ready to assist entrepreneurs

- Helping to sell more American made products around the world.
- Provide service to minorities, women and veterans is a priority,
- Drive regional economic strategy and tech commercialization across the country

America's SBDC are accountable and produce measured and verified results

- Verify small business results and investments
- Track jobs created, new business starts, products exported
- National Accreditation Standards

*(More specific messaging, this will be used on the Jacket Card, data will be updated)*

1. America's SBDC is a powerhouse in job creation and economic impact
  - Economic impact in every district.
  - One job created every 7 minutes.
  - A new business every 36 minutes.
  - \$100,000 in new sales every 20 minutes
  - \$100,000 in capital every 13 minutes
2. America's SBDC stands apart from federal business-related programs
  - The SBDCs are an example of the best practices suggested by GAO as compared to other economic development programs (combined into 1 point)
  - America's SBDC measures and verifies economic impact
3. America's SBDC generate more revenue than they cost
  - Over \$2:1 ROI in additional federal tax revenue... consistently, for over 20 years.
  - Federal funds attract and leverage corporate investments in the SBDC
4. America's SBDC assists businesses in responding to opportunities and crises
  - SBDC certified international business consultants help companies begin and expand exporting of American products and services around the world
  - SBDC professionals identify new market opportunities for businesses
  - SBDCs help companies recover from a disaster
  - SBDC experts help entrepreneurs turn innovation into commercial sales

## **BUSINESS MESSAGING**

*This messaging was developed for use by State/Regional SBDC programs or individual centers in their marketing efforts to the business community. The messaging can be used “as is,” in whole or in part, or it can be customized with your SBDC’s specific information and statistics. This messaging will be provided in a word doc, social media posts and a flyer.*

**Goal:** *To elevate and promote the America’s SBDC brand in the business community by focusing on four key strengths; our substantial national presence, the fact that we work with all types of businesses, our record of significant results, and our mission to see each individual business succeed.*

**Market:** *Small Business Community i.e. businesses, entrepreneurs, potential partners/sponsors, thought leaders, media, etc.*

**Message:** *(Tagline is TBD)*

---

**Are you looking to grow or start a business? Is your business profitable? Would you like to increase revenues?**

**Where can you turn when you need business help? When you don’t know the steps to start-up, or how to access financing, or what it takes to attract new customers? When you have a dream, but aren’t sure how to make it a reality?**

Find the help you need at America’s SBDC. Whether you’re just starting out, experiencing growing pains, or ready to take your business to the next level, America’s SBDC is here for you. Become one of the millions of entrepreneurs who have overcome challenges, discovered new opportunities and unlocked their potential with America’s SBDC.

1. America’s SBDC is for **all** small businesses.
  - All stages, all types, all industries – all across the country.
  - America’s SBDC is in your community, easily accessible in-person and online.
  - From value-added agriculture to technology to the arts, America’s SBDC is ready to help.
2. America’s **trusted** small business resource
  - Business has changed dramatically in the last 35 years; America’s SBDC has been there throughout, helping small businesses achieve their goals and succeed.
  - America’s SBDC is poised for the future: SBDCs help entrepreneurs start and grow businesses, create jobs, increase prosperity and contribute to economy.
  - The SBDC network includes dedicated business advisors working in partnership with universities, economic development professionals, chambers of commerce, lenders, investors and entrepreneurs themselves.”
3. America’s SBDC delivers **results**.

- Businesses that partner with America’s SBDC get started, get financing, grow sales and prosper.
  - America’s SBDC has a track record of 35 years and touches over 1 million businesses every year.
  - America’s SBDC will stay by your side for the life of your business, helping you not just survive, but thrive.
- #4. America’s SBDC wants **YOU** to be the next success story!
- America’s SBDC helps you to turn your dreams into reality.
  - The sky’s the limit – from start-up to global success.
  - America’s SBDC works with you to keep your business strong so you can make an impact in your community and on the economy.

*State/Regional Messaging: The Marketing & Communications Committee strongly suggests that all SBDCs use the messaging provided above. If an SBDC would like to add specific State/Regional information we have suggestions for incorporating information below.*

1. America’s SBDC is for **all** small businesses.
  - All stages, all types, all industries – all across the country.  
*[Substitute State/Region name i.e. “all across Texas (or appropriate specific area)” for “all across the country”]*
  - America’s SBDC is in your community, easily accessible in-person and online.
  - From value-added agriculture to technology to the arts, America’s SBDC is ready to help.  
*[Cite the industries that the State/Region typically works with instead of “agriculture, technology, the arts”]*
  
3. America’s SBDC delivers **results**.
  - Businesses that partner with America’s SBDC get started, get loans, grow sales and prosper.  
*[Add State/Regional specialty results (i.e., get contracts, sell internationally, etc.)]*
  - America’s SBDC has a track record of more than \_\_\_ years and \_\_\_\_\_ satisfied businesses.  
*[Use State/Regional data]*
  - America’s SBDC will stay by your side for the life of your business, helping you not just survive, but thrive.