



## America's SBDC – Key Messaging for the Business Community

This messaging was developed by the Communications & Marketing Committee for use by State/Regional SBDC programs or individual centers in their marketing efforts to the business community. The messaging focuses on 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. 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.

The Committee and America’s SBDC Board 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.

### National Messaging

Where can you turn when you need business help? When you don’t know the steps to start up, or how to get a business loan, 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 SBDC knows **YOUR** business.

- America’s SBDC has the experience, expertise and connections you need for your business.
- Assistance from America’s SBDC is customized to your business and your issues.
- America’s SBDC gives you honest business advice, real-world training; you can put what you learn to immediate and practical use.

#3. America’s SBDC delivers **results**.

- Businesses that partner with America’s SBDC get started, get loans, grow sales and prosper.
- America’s SBDC has a track record of more than \_\_ 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 works with 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.