Outside Of The Box Doing Business

Linda Murray Bullard, MBA PMP SMM Expert
Introduction

The Business Plug
Business Funding

Seeking Grants, Loans, Investors
Business Funding

Make The Ask

With all the different businesses wanting to support minority businesses
• Establish a relationship with your banker
• Establish relationships with businesses you could use
• Ask your family and friends for suggestions
• Make a list of all the businesses you could work with, if you had access
  --Understand what their prerequisites are

Fiscal Sponsorships

Fiscal Sponsorships helps for profit businesses partner with nonprofit businesses to serve the community. Who could your business benefit in your community?
• What nonprofit could you do a fiscal sponsorship?
• Who is funding groups your business could serve?
• Make a list of the various people who serve your customers
Collaborations Are Hot Sauce
Whose Business Complements Your Business?

Business Know-How

Finances
Collaborations

Creative
Two or more get together to create something new or fulfill a specific goal.

Connective
Bringing together information from various sources

Compounding
Coming together to expand on a previous success

Unified Front
Motivation and Communication

Diverse
Diversity and Sharing

Documentation
SOPs and Problem-Solving
Your Targeted Customers

Using Data To Find Them
What The Metrics

Managing with Data

Dissect your analytics

• Who is reaching out to you?
• What are they reaching out for?
• When are they reaching out?
• Where are they reaching out from?
The Extras That Mean More

- Collect it
- Segment it
- Use it

Customer Data
- Email
- Birthday
- City, State
- Preferences
Marketing Tips

2022

• Say “Thanks”
• Give them reasons to connect
• Loyalty programs (referrals)
• Be personal
• Utilize LinkedIn
• Ask them for feedback, suggestions, comments

From Entrepreneur
https://www.entrepreneur.com/article/284269

• Law of Probability, the more people who see you the more sales you will attract
What Can You Create To Make $1k

• Create something you can make $100-$1,000 on
• Create a list of 50 people you want to work with.
• Go here: https://helloseven.co/growth/ Take the assessment
• Create a flyer, pass it out everywhere you go (canva.com)
• Every day do something that gets your items seen by more people

What Can You Create To Make $10K

• If you are a speaker it takes longer so give yourself 30 days instead of 10
• Be consistent
• Contact at least 100 Avatars every day
• Send emails to your email list
THANK YOU!

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