

# GAME PLAN: BUSINESS OWNERS



Building a business takes hard work, and no one is able to do it for you. But we're here to provide the support you need to achieve greater success.

**Here's how we do it:**

## ▶ CONSULTING

Whether you need information, advice, a second opinion, or just a sounding board for your ideas, our consultants are here to help you make better business decisions.

## ▶ TOOLS

Our software tools will help you run your business more efficiently, track key data, increase your marketing reach, and much more, all in one place.

## ▶ COURSES

Our comprehensive business training courses will help you train yourself and your employees on key business fundamentals.

## ▶ MENTORING

Learn from experienced entrepreneurs to help your business grow. A mix of inspiration and practical business insights will spur you on to greater achievement.



## SCORE BIG WITH GOSMALLBIZ.COM!

**Get the resources and support your business deserves, all for a low monthly cost.**

## ▶ BUSINESS CONSULTATION

Whether you need information, advice, a second opinion, or just a sounding board for your ideas, our consultants are here to help you make better business decisions. The GoSmallBiz consultants have answered hundreds of thousands of members' questions since 1996. What can we answer for you?

### UNLIMITED BUSINESS CONSULTATION

- Unlimited consultation
- Ask our expert consultants any question, any time
- Get answers fast—typically in 1 business day, always within 2
- Expert consultants in Marketing, Sales, Tax & Accounting, Technology, HR and more

## ▶ SALES & MARKETING

Use our tools to increase your reach on and offline, manage communications, and track your marketing performance.

### WEBSITE BUILDER

- Intuitive drag-and-drop tool and customizable templates
- Free hosting included

### CUSTOMER RELATIONSHIP MANAGER

- Store and track detailed records for customers and prospects
- Email marketing tools fully integrated with MailChimp

### DIGITAL MARKETING DASHBOARD

- Monitor your website and social media metrics in real time
- Track key performance indicators and make more informed marketing decisions

## ▶ ONLINE LEARNING

Stay sharp on everything you need to know as an entrepreneur, with weekly mentoring, online training, and regular news and advice.

### BUSINESS MENTORING

- Weekly video mentoring sessions with GoSmallBiz.com founder Fran Tarkenton
- Special guests including authors, business leaders, industry experts, and everyday entrepreneurs

### BUSINESS COURSES

- On-demand videos with built-in testing to train yourself and your team
- Industry experts, consultants and educators cover the fundamentals of starting, funding, organizing and growing a business

### WEEKLY BUSINESS UPDATES

- Get the latest business news and trends
- Easy access to DIY guides, videos and articles

## ▶ LEGAL RESOURCES

Create vital business documents and forms, maintain your corporate minutes, and measure and address potential business liabilities.

### CORPORATE MINUTES

- Step-by-step wizard tool to create and maintain corporate records
- Track important dates with compliance calendar management

### BUSINESS & LEGAL FORMS LIBRARY

- Create custom documents quickly with library of common documents and forms
- Contractor agreements, debt collection letters, employee forms, confidentiality agreements and more

### RISK ASSESSMENT

- Assess risk in five key areas
- Customized reports identify potential risks and recommend steps to minimize exposure

## ▶ HUMAN RESOURCES

Save time and money by getting all the HR documents you need in one place.

### HR DOCUMENT BUILDER

- Hundreds of customizable templates
- Generate employee handbooks, job descriptions, office policies, interview forms, employee review forms, and more

## ▶ TAX & ACCOUNTING

Use our productivity tools to run your business more efficiently by tracking and calculating basic accounting functions and generating reports to monitor your bottom line.

### TRANSACTION TRACKER

- Manage basic accounting functions, including business mileage and expenses
- Ideal for sole proprietors and home-based business owners

## TYPES OF BUSINESSES WE'VE HELPED

- Startups
- Self-Employed Professionals
- Independent Contractors
- Franchise Businesses
- Storefront Businesses
- Home-Based Businesses
- Veteran-Owned Businesses
- Young Entrepreneurs
- Women-Owned Businesses
- Online Businesses
- 50+ Entrepreneurs
- Minority-Owned Businesses

## GET STARTED!

You're committed to your business, and we are too. For a low monthly cost, get the resources and support your business deserves with GoSmallBiz.com.

## ABOUT GOSMALLBIZ.COM

Founded in 1996 by NFL Hall of Famer Fran Tarkenton, GoSmallBiz.com has helped hundreds of thousands of entrepreneurs start and grow their businesses. We currently serve more than 50,000 small business owners across the U.S. and Canada.

