



**THE SMALL
BUSINESS
COMPANY**

Small Business Recovery Resource Center Factsheet

We will provide you a stand-alone Small Business Recovery Resource Center full of expert small business recovery content. This is ideal if you want content fast, especially when:

- Your web team is too busy to create a resource center inside your site
- The lead time to get content through legal is forever
- You're unsure how long you want the content live

You can also share this content in social media, send in newsletters and have bankers forward to customers.

Objective

- Provide small business owners with expert advice and resources to help them reopen and rebuild their companies during and post any crisis
- Demonstrate your commitment to small businesses facing tough times
- Deliver tangible evidence of how you support existing and prospective new customers
- Enable SEO small business relevant content to drive traffic and qualified leads.



Content localization

All content is branded with your logo.

Timeframes

The Small Business Company can deliver within 30 days or less.

Pricing

Set-up costs	Monthly hosting and content license
We will build, host, maintain and support your own Small Business Recovery Resource Center. It'll have your logo and match your brand colors, disclaimers and your contact information. Any specific calls to action are added to drive traffic back to your website.	A month by month fee to cover hosting and the content license. We will also update any content and calls to action and provide monthly reporting on traffic. There is no minimum period.
US\$14,500 one-off	US\$950 per month

Content



Articles



Checklists



Templates



Recovery
guide

Example

<p>IMMEDIATE HELP</p> <ul style="list-style-type: none"> Budgeting for expansion/survival Calculating burn rate/how much time left Covid-19 FAQs; key questions answered Developing new business models Developing new products and services Future planning in times of uncertainty Identify what drives your business Latest Government and State help and support Managing remote employees Moving to an online business Recovery checklist Ways to exit your business Worst case scenario; closing down 	<p>FINDING MORE MONEY</p> <ul style="list-style-type: none"> Alternatives to raising capital Angel investors Avoiding payment fraud Bootstrapping Five ways to grow profit How SBA loans work How to collect what is owed to you fast How to improve your profit margin Managing a cash crisis Preparing your SBA loan application SBA loan checklist Shorten the cash cycle Tactics to reduce overheads 	<p>FUTURE PLANNING</p> <ul style="list-style-type: none"> Building competitive advantage Digital marketing checklist Finding new customers Finding new markets Five steps to improve your marketing strategy Future planning workbook Generating qualified leads Marketing plan Marketing planning workbook Online tools to make life easier Promoting through social media Quick start recovery guide The basics of intellectual property 	<p>TOOLS AND TEMPLATES</p> <ul style="list-style-type: none"> Burn-rate template Break-even template Business feasibility Business plan template Cash flow forecast template Five ways to grow profit template Impact of discounting template Marketing plan template
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Next steps

[Contact us](#) and we'll send you a login to our demo site, which allows you to view all the content.