



**THE SMALL
BUSINESS
COMPANY**

Recovery Toolkit Pack Factsheet

Small business content you can place inside your website, share 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, disclaimers and your contact information. Any specific calls to action are added and content is edited to match your voice and tone.

Timeframes

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



Recovery Pack One	Recovery Pack Two	Recovery Pack Three
<p>Articles x6 (750 words)</p> <ul style="list-style-type: none"> • Small business survival tactics for a crisis • Avoid running out of money and manage your cash flow • 5 ways to fix your operating cash burn • Strategies to cope with fluctuating demand • Testing the viability of new ideas • Driving online traffic <p>Templates x5 (Excel, interactive PDF and Word docs)</p> <ul style="list-style-type: none"> • Cashflow template • Business plan template • Profit increase template • SWOT analysis template • Marketing plan template 	<p>All of Recovery Pack One plus:</p> <p>Small business workbooks x2 (step by step PDF to plan out actions)</p> <ul style="list-style-type: none"> • Crisis planning workbook • Marketing planning workbook <p>Crisis action guides x2 (4,000 word PDF download)</p> <ul style="list-style-type: none"> • Crisis action plan <ul style="list-style-type: none"> » Assessing your financial situation » Where to find financial support » Updating operations & supply chain » Managing employees during a crisis » Selling to existing customers & finding new ones » Adopting technology and innovation » Safeguarding your mental & physical health » Making a plan to move your business forward • Rebuilding sales and profit <ul style="list-style-type: none"> » Setting realistic goals » Short-term sales tactics » Marketing planning and budgets » Digital marketing » Measuring results » Five ways to grow profit » Growth and new market opportunities 	<p>All of Recovery Pack One and Two plus:</p> <p>Business Recovery Health Check x1 (online diagnostic)</p> <ul style="list-style-type: none"> • 10 critical recovery questions • Solution content, templates and workbooks <p>Online calculators x2 (interactive embedded tools)</p> <ul style="list-style-type: none"> • Break-even calculator • Five ways to improve profit calculator
<p>US\$9,500</p>	<p>US\$19,500</p>	<p>US\$38,500 + \$1k/month</p>
		<p style="text-align: center;">Recovery Pack Four</p> <p>Commission content piece by piece. Talk to us about what you need.</p> <p style="text-align: center;">US\$POA</p>

Next steps

We will prepare short content briefs for each item so your team can review details and request any changes before production begins.

Content preview

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