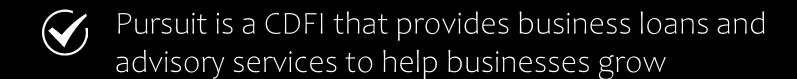




About Pursuit



- One of the first CDFIs in the region to provide a free online application with 2 3 day turnaround time
- Streamlined path to business funding borrowers can directly access 15+ loan programs through a single lender









IN ASSOCIATION WITH

DISTINGUISHED PARTNERS





Let's Get Started

- 45 mins fireside / 15 mins Q&A
- Feel free to enjoy the refreshments
- Enter to Win Free Advertisement Complete Survey using QR Code
- Visit Pursuit's table for funding options





SEPTEMBER PRESENTATION

SHOW UP & SHOW OUT



BUT FIRST... Know Your Business & Brand



Research what you're getting yourself into.



Have a good grasp on start-up cost, manpower needed, cost to operate and required licensing.



Know the competition and your customer.



If you do not have a grip on these elements your marketing will go by the wayside and likely be ineffective





ALWAYS ON... Professionalism & Business Culture



Honor your Personal Brand – Be prompt for meetings and engagements. Be knowledgeable. Be someone with whom people want to do business.



Honor your Business Brand – Open on time and ensure holiday hours are updated. Be consistent in colors, fonts, language, and style of imagery.





ALWAYS ON... Professionalism & Business Culture



Honor your Business Culture – Be clear on employee dress code. Standardize how the phone is answered and customers are greeted. Create a standard purchase experience – this supports consistency and brand trust.



Honor your Business Environment – Keep your business building clean, organized, and on-brand. For your online presence, have a proper business email and modern updated website.

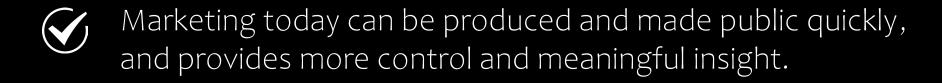




Marketing Today









Determine what is presently more important.





Marketing Today

- Determine what function of marketing you can do yourself, but beware of the "Rookie Tax."
- Be realistic about the cost of effective marketing.
- By using digital tools, you can track the effectiveness of your marketing.
- Be prepared to scale up when using digital platforms!





GET DIGITAL... Google Vs. Social Media

- Google is NOW.
- Social media is LATER.
- Understand Customer Acquisition Vs. Branding.
- Everyone please take out their cell phones.
- Search for "Roofing Near Me" and "Soul Food Near Me"





Money & Marketing



- Spend less on personal needs reinvest into marketing & ops.
- Be able to demonstrate you have a well-thought out plan.
- Test products and services to determine what your customers need and want. Experiment with specials and supplemental services, use surveys, and pay attention to reviews.



Then be prepared to pivot.



BE MEMORABLE



Step out of the norm - it will allow you to pay less in your ad spend.



Creativity is key to initiating meaningful content.



Once they remember you, potential customers will want to learn about you.



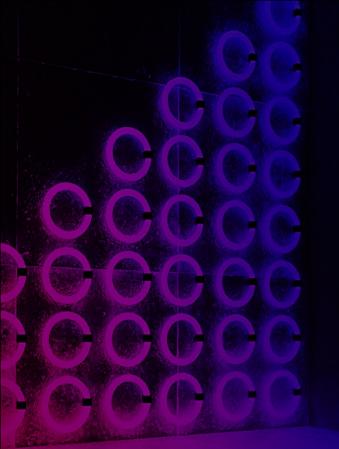
If they like what they learn, they begin to trust.





Once you build trust, they will be willing to purchase. But first – THEY MUST REMEMBER YOU!

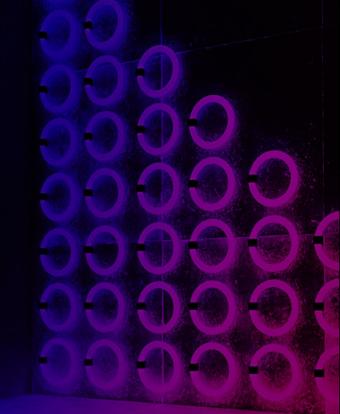




DOWNLOAD THE FREE EBOOK

A GIFT FROM DARREN!





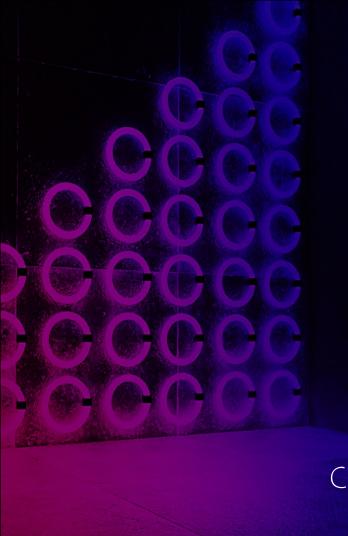
FOUNDATIONAL MARKETING

THE PSYCHOLOGY OF WHY & HOW

USE DISCOUNT CODE: FREE









MY POWER SERIES

CONTACT PURSUIT TO GET STARTED

Crystal Morgan
Assistant VP, Senior Associate
cmorgan@pursuitlending.com
716-328-7294





SEPTEMBER 2023 BUSINESS NETWORK EVENT

SHOW UP & SHOW OUT

WEDNESDAY, SEPT 27, 2023



LOCATION VARSITY THEATRE 3165 BAILEY AVE 6PM-7PM

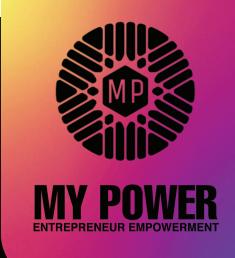
EXECUTIVE COACH SPEAKER



DARREN MCDUFFIE
MCDUFFIE MARKETING



PURSUIT LENDER
CRYSTAL MORGAN



This NO COST monthly 5-part series is designed for established east side business owners. The MY POWER SERIES pulls the veil back on entrepreneurial success and connects you with other business leaders...over FREE FOOD & COCKTAILS! Join us the last Wednesday of every month May through September 2023 from 6-7pm.

MAKE A POWERFUL FIRST IMPRESSION WITH MARKETING EXPERT. DARREN MCDUFFIE

This session outlines an easy to follow guide to packaging and presenting your business to prospective clients, investors, and lenders. You will receive insight on how to shape a compelling presentation, honor and elevate your personal brand, and get to the "YES".

Stay tuned for 2024 event dates that will elevate your business success and expand your high-value network. Keep in touch by scheduling a one-on-one appointment with Crystal Morgan at cmorgan@pursuitlending.com

Register at www.MYPOWERSERIES.org

EVENT PARTNER:



NEED BUSINESS FUNDING?

VISIT WWW.PURSUITLENDING.COM