



MY POWER SERIES

ENTREPRENEUR EMPOWERMENT



SERIES SPONSOR

PURSUITLENDING.COM

About Pursuit

- ✓ Pursuit is a CDFI that provides business loans and advisory services to help businesses grow
- ✓ 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



EAST BUFFALO
DEVELOPMENT CORP.

x



Bailey Business Association

IN ASSOCIATION WITH
DISTINGUISHED PARTNERS



EVENT MODERATOR

CRYSTAL MORGAN

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



MARKETING EXPERT

DARREN MCDUFFIE

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

- ✓ Traditional Plan vs. Modern Plan
- ✓ Marketing of the past was slow to produce and make public, as well as excessively costly.
- ✓ Marketing today can be produced and made public quickly, and provides more control and meaningful insight.
- ✓ 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

- ✓ Decide your business goals...reinvest according.
- ✓ 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**





QUESTION & ANSWER



MY POWER SERIES

CONTACT PURSUIT TO GET STARTED

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EAST BUFFALO
DEVELOPMENT CORP.



SEPTEMBER 2023 BUSINESS NETWORK EVENT

SHOW UP & SHOW OUT

WEDNESDAY, SEPT 27, 2023

ATTENDEES

AGE 21+
ESTABLISHED
BUSINESS OWNERS

LOCATION

VARSITY THEATRE
3165 BAILEY AVE
6PM-7PM



MY POWER
ENTREPRENEUR EMPOWERMENT

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.

EXECUTIVE COACH SPEAKER



DARREN MCDUFFIE

MCDUFFIE MARKETING



PURSUIT LENDER

CRYSTAL MORGAN

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