

# Get Your Small Business Holiday-Ready: Tips & Resources for Success

# Resource Guide

# Watch the November 2020 Webinar Session



The 2020 holiday shopping season is just around the corner! Is your small business ready?

Join the Neighborhood Business Initiative, a network of business support organizations that includes the DEGC, TechTown Detroit, SBA, Goldman Sachs 10,000 Small Businesses, and many others, for expert advice and resources on how to market your business and create an engaging, COVID-safe holiday shopping experience for customers.

RECORDED NOVEMBER 10, 2020

► Watch: https://youtu.be/krgVtmDjRmg

## Guides and Toolkits •

# **10 Tips for Small Business Saturday Success**

#### **U.S. SMALL BUSINESS ADMINISTRATION**

- https://www.sba.gov/blog/10-tips-small-business-saturday-success
- KEYWORD: TIPS

## **Shop Small Resources**

#### **AMERICAN EXPRESS**

- https://www.americanexpress.com/us/merchant/shop-small.html#toolkit
- REYWORDS: PRINTABLE SIGNAGE, MARKETING TIPS AND RESOURCES

# **Small Business Saturday Toolkit**

#### **CONSTANT CONTACT**

- https://img.constantcontact.com/docs/pdf/smbsat\_toolkit.pdf
- REYWORDS: PLANNING GUIDE, WORKBOOK STYLE

## How Small Businesses Can Prepare for the Holidays Amidst COVID

#### **NEXTDOOR**

- business.nextdoor.com/local/resources/how-small-businesses-can-prepare-for-the-holidays-amidst-covid
- REYWORDS: PLANNING GUIDE, WORKBOOK STYLE



# **Direct Support** •

# TechTown Detroit www.techtowndetroit.org

**OPEN OFFICE HOURS** 

Appointments with a TechTown team member to discuss your goals and direct you to the appropriate programs, resources and experts

https://techtowndetroit.org/open-office-hours-intake/

**ASK AN EXPERT** 

Free consultation with TechTown's Professional Services Network and Detroit Means Business's business service organizations

https://techtowndetroit.org/ask-an-expert/

**RETAIL BOOT CAMP** 

Intense 10-week program that prepares serious entrepreneurs for the opening of their brick-and-mortar in Detroit

https://techtowndetroit.org/services/retail-boot-camp/

313 STRONG

Customized, business support for brick and mortar businesses with an emphasis on capital, finances, operations, and marketing

https://techtowndetroit.org/313strong/

# University of Michigan Detroit Neighborhood Entrepreneurship Project

**USER EXPERIENCE (UX) LAB** 

The UX Lab works with businesses to incorporate a user-centered perspective into their ventures. Detroit small business owners and entrepreneurs can attend customized workshops or sign up for one-on-one consultations around: customer discovery, evaluating the user experience of products or services, developing customer-facing designs.

https://calendar.google.com/calendar/u/0/selfsched?sstoken=UU13TGEtM3FBN3hOfGRlZmF1bHR8YzM3NWI5YzM5 ODkxY2FlMDBhY2Q5MWI0ZjI0NjcwOTQ

FREE ACCOUNTING HELP

https://calendly.com/accountinghelp/free-accounting-fridays?month=2020-11

**NEW! CUSTOMER RESEARCH/MARKETING SUPPORT** 

Email Justin Erickson at jtimothy@umich.edu if you are interested in having customer research or marketing work done for your business.

# **Detroit Economic Growth Corporation**

SMALL BUSINESS SATURDAY PROMOTIONS

https://www.degc.org/small-business-saturday/



# Michigan Small Business Development Center 🕨 www.sbdcmichigan.org

**SMALL BUSINESS CONSULTING** 

Expert advice on topics such as HR, inventory management, raising capital, and more.

https://sbdcmichigan.org/request-for-business-counseling/

**WORKSHOPS** 

https://clients.sbdcmichigan.org/events.aspx

# SCORE Southeast Michigan > www.semichigan.score.org

FREE BUSINESS MENTORING

https://semichigan.score.org/find-mentor-40

**WORKSHOPS** 

https://semichigan.score.org/content/take-workshop-220

**RESOURCE LIBRARY** 

https://semichigan.score.org/content/browse-library-220

## **More Small Business Resources**

- Startup Space ▶ startupspace.app/nei/recovery
- Detroit Means Business ▶ www.detroitmeansbusiness.org

# City of Detroit COVID-19 Resources & Information • • •

https://detroitmi.gov/departments/detroit-health-department/programs-and-services/communicable-disease/corona-virus-covid-19

#### MORE ABOUT YOUR WEBINAR HOSTS

The Neighborhood Business Initiative is a network of 30+ business support organizations serving small businesses in Detroit and beyond. www.neweconomyinitiative.org/neighborhood-business-initiative/

The New Economy Initiative, a special project of the Community Foundation for Southeast Michigan, is a philanthropy-led entrepreneurial development strategy working to build an inclusive network of support for entrepreneurs and small businesses in southeast Michigan. www.neweconomyinitiative.org

Business Initiative

Michigan Community Resources advances the missions of Michigan nonprofit organizations that serve low income individuals and communities through pro bono and low cost legal and other professional services, organizational development, and trusted guidance.

\*\*www.mi-community.org\*\*

Neighborhood\*\*

#### MORE ABOUT THE PLANNING TEAM

#### **Detroit Economic Growth Corporation** ★ www.degc.org ★ www.detroitmeansbusiness.org

**HOW THEY CAN SUPPORT:** Navigating city resources (e.g., permitting, licensing, plan zoning, etc.), connecting to small business support resources through Detroit Means Business, small business programming

#### Goldman Sachs 10,000 Small Businesses www.10ksbapply.com

**HOW THEY CAN SUPPORT:** Cohort based training program

#### Invest Detroit www.investdetroit.com

**HOW THEY CAN SUPPORT:** Financing for businesses

#### **Michigan Economic Development Corporation**

**HOW THEY CAN SUPPORT:** Tools and resources to support new and existing main street businesses and the local entrepreneurial ecosystem www.medc.org

#### Michigan Small Business Development Center www.sbdcmichigan.org

HOW THEY CAN SUPPORT: Consulting, training, and research to support small businesses

#### Michigan Women Forward ▶ www.miwf.org

**HOW THEY CAN SUPPORT:** Financing for businesses

## **Rocket Community Fund** ▶ www.rocketcommunityfund.org

**HOW THEY CAN SUPPORT:** The mission of the Rocket Community Fund is to support inclusive, thriving and resilient communities by making data-driven investments in housing, employment, and public life.

## **US Small Business Administration ▶** www.sba.gov

HOW THEY CAN SUPPORT: On demand training specific to managing during COVID, technical assistance, microloan

## **Startup Space** ▶ www.startupspace.app

HOW THEY CAN SUPPORT: Online platform to connect small business owners to local business resources in Metro Detroit

## **TechTown Detroit** ▶ www.techtowndetroit.org

HOW THEY CAN SUPPORT: Consulting, training, and networking events for small business owners in Detroit

## University of Michigan Detroit Neighborhood Entrepreneurship Project

financelawpolicy.umich.edu/detroit

**HOW THEY CAN SUPPORT:** Consulting, tools, and practical assistance in the area(s) of legal, marketing, design, accounting, and strategy

