

BUSINESS RESURGENCE PROGRAM

A FREE consulting program for local small businesses

BUSINESS BOOTCAMP

(BUSINESSES 1-5 YEARS OLD)



- Participants will receive 7 - 1 hour (minimum) online Zoom training sessions
- The online training will cover 6 modules: Strategy, Sales and Marketing, Operations, Systems, People, Numbers, as well as a Summary Call
- Lifetime access to the online version of the Bootcamp which you can access at any time, along with downloadable workbooks, spreadsheets and templates
- Participants will also receive 2 hours of online personal business coaching



BUSINESS PROFIT OPTIMIZER

- Participants will receive between 6 and 10 - 30 minute personal online coaching calls
- The Optimizer Programs include a 117 questionnaire for each client, as well as a financial breakdown of the company
- Participants will be provided a recommendation report

BUSINESS ADVISOR

- Participants will receive 2 hours of targeted business advice - based on individual business needs
- The advice can include; business planning, growing existing businesses, government filing, market research, determining target markets, HR basics, employee relations, customer service, and sales



DIGITAL MARKETING COACH

- Participants will receive 5 hours of digital marketing coaching
- Participants must already have an established website and social media presence
- The digital marketing coach may provide some of the following: conduct a digital assessment with business to identify gaps in online presence, set up and access social media platforms, teach clients how to use social media platforms, assist in creation of digital marketing plan, discuss content creation and create a content calendar, as well as help you create templates for posts using apps like Canva and Hootsuite



BOOMERS PLUS

- Participants will receive 7-10 hours with an advisor, gaining targeted advice for their business
- The advisor will work with each participant to work on a specific goal for their business



EXCELLENCE IN MANUFACTURING CONSORTIUM

- One-year membership
- EMC will provide ongoing support and mentoring, training opportunities, sharing of best practices with peers and much more



SAUGEEN ECONOMIC DEVELOPMENT CORPORATION

FOR MORE INFORMATION CONTACT:
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