

Start Small, Think Big

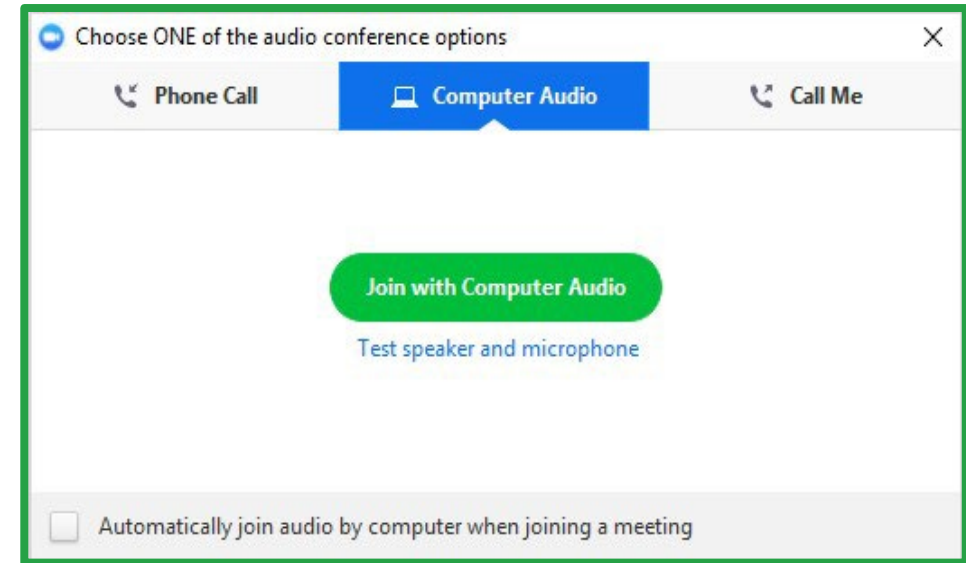
Ciara Ladroma & Molly Sullivan
Griffin-Hammis Associates



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Community Navigator Pilot Program



Creating
Communities
of Economic
Cooperation

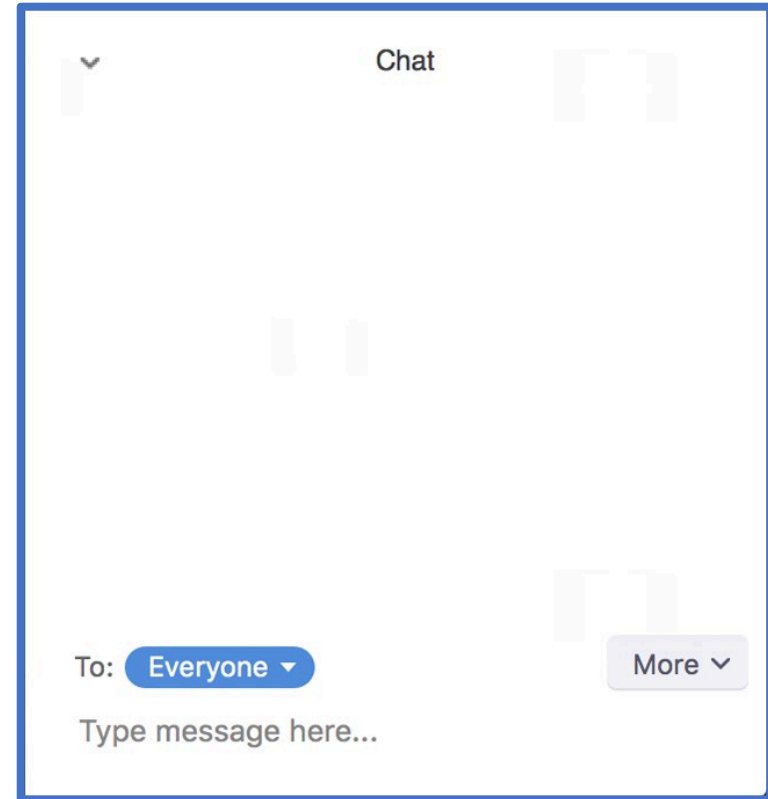
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Welcome!

- Introductions
- Join us in conversation!
 - Zoom chat
 - Q&A
 - Microphones



Welcome to Start Small, Think Big!

- Leave today's session with ideas that you can implement immediately.
- Entrepreneurs need one thing...MONEY or CAPITAL!
- Four themes today: Speak Into Your Communities, Create an Online Presence, Let *Them* Spread the News, and Showcase the Goods.



Speak Into Your Communities

- Become involved in your communities
- Team member involvement
- A power to speak your business
- How? Network & Connect



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Network

- Network is CONNECTION
- Connections happen everywhere and are not exclusive in business spaces
- Talk about your business, your wants, your goals
- Be ready with ways to describe your business
- Connection leads to opportunities



How \$0 Can Help A Business

- Referring the business to friends and family
- Following, sharing, and interacting on social media
- Invite your friends to follow, share, and interact on s
- Write a great review
- Send them a message
- Encourage your community to shop small
- Subscribe to email lists or newsletters
- Attend events



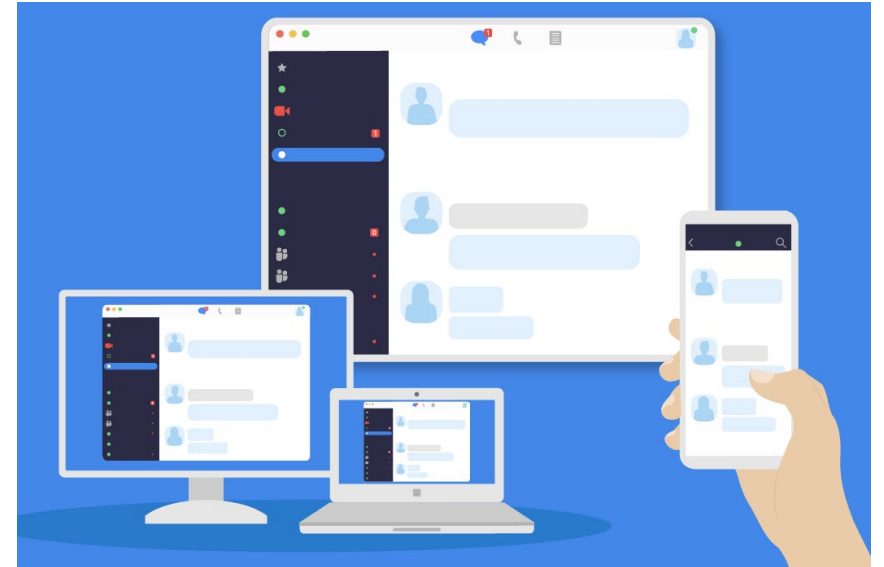
Your Team

- When we speak our what, why, and how into our communities – we allow more anc



Create An Online Presence

- Let me see a ! In the chat if you have ever ...
- An online presence allows people to find you, your hours, your contact information, to shop your products, use your services, read reviews, and sample your products through photos and videos.



A Business Website

- A website serves as the one place that holds all the information a customer may need to learn about your business and the products or services you offer.
- Cost & know-how may cause hesitancy.
- There are options for free and affordable website builders!



Free & Affordable Website Builders



Hello, Social Media!



Instagram



 YouTube



Facebook

- Facebook is a great place to establish an online presence for a business. It's user friendly, well-known, and allows for multiple media sharing such as: videos, pictures, links, polls, and live broadcasting.
- Benefits of Facebook
- A business page allows you to provide the information a customer may need such as: location, contact methods, preview of your products and services, your hours, and your prices.



Personal Profile vs. Business Page

- We strongly encourage business owners to create a separate Facebook business page rather than using their personal profiles to strictly showcase their business.
- Example: The husband and wife duo and their local auto lot.



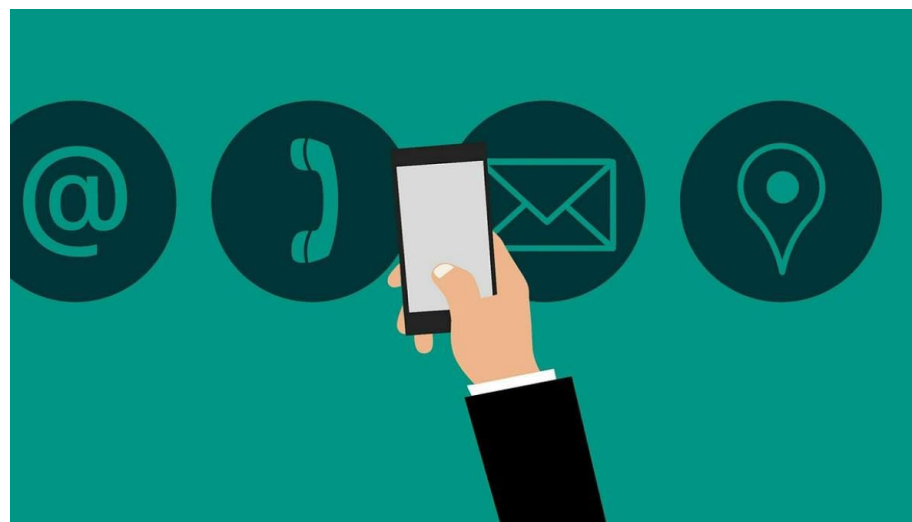
Instagram, Twitter, YouTube, & Tik Tok

- Although these platforms are free, your time is not.
- Be realistic with your interest and time when choosing a social media platform. Research and understand where your ideal customers are spending their time on the internet and go to those platforms.
- Start with one.



Multiple Methods of Contact

- Make sure that your current and new customers have multiple methods to contact you.
- A business email.
- Your business brand and marketing.
- Consistency is key!
- An e-commerce.



Let *Them* Spread the News

- Spread the energy and quality of the businesses by sharing your products and services with close friends, family, and trusted community members.
- This allows for feedback, testimonials, marketing material, and the starter for word-of-mouth marketing.
- Invite your customers and supporters to share the big news about your business *with you!*



Research & Results

- Become known from shares and referrals!
- Example: Photography Business
- Your investment is time and this will lead to results
- Example: Left-Handed Notebooks
- Continuous research for a better product towards your



Showcasing The Goods

- Let people try your product and service!
- Example: More Mustard
- A Pop-Up is a one-off event that a business can hold that allows them to sell their products for a set amount of time. Pop-Ups allow customers to have an experience and feel an exclusivity knowing they got something that is not available to the general public on a regular basis. The length of a pop-up varies and serves as temporary showcases of a business product or service!



Pop-Up Example: MORE MUSTARD!

- Connection leads to opportunity
- Opportunity leads to growth of business and community
- An online presence allows you to bring new and loyal customers along the journey with you
- Pop-Ups and vendor markets allow for constant research to adjust or maintain consistency in what's working



The Full Circle Summary

- The full circle of the four themes: Networking, Create an Online Presence, Let *Them* Spread the News, and Showcase the Goods.
- Customers want to find what they need in the way they prefer.
- Starting small with your big goals means tiny actions that make a big impact.
- Examples: SMALL STARTS



Community Navigator Pilot Program Goals

Support Entrepreneurs and Small Business owners with disabilities at any point of the Business Life-Cycle.

Reduce barriers accessing needed programs to recover, grow, or start a business.

Increase coordination of the DMV area ecosystem of entrepreneurial support organizations to be responsive and accessible to the needs of entrepreneurs and small business owners with disabilities.

The ecosystem includes; financial assistance, access to capital, contracting and procurement assistance, marketing and communications, operations, management and business development, legal assistance preferred contracting status

For more information contact our Community Navigator:

Ruth Chavez at rchavez@ndi-inc.org



Upcoming Webinars

Self-Employment Resource Exclusions – October 6th from 2:30 pm to 4:00 pm EST

Net Earnings from Self-Employment – October 20th from 2:30 pm to 4:00 pm EST

Braiding Funding for Self-Employment – November 16th

Connecting with Disability Specific Resources to Support Entrepreneurs with Disabilities – November 30th

Click [HERE](#) to Register

We look forward to seeing you at a future webinar!



Let's Chat!

Thank you for attending today's webinar! Questions?
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Griffin-Hammis Associates

[NDI and SBA Small Business Hub](https://disabilitysmallbusiness.org) (disabilitysmallbusiness.org)
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