

Implementation Plan of Storybook (Internal Page)

- **Purpose:** Serves as introduction to the SBDC
- **Time:** 5-10 Minutes
- **When:** Beginning of initial session
- **Who:** New clients or clients returning after several years (since rebranding has occurred)
- **Presentation:** hard copy or PowerPoint form
- **Customize:** for each center highlighted in yellow on pages 1-4 and 9

Conversation Starters

- “I will take time to tell you about our story and then I would like to hear more about your story.”
- “I would like to introduce you to who we are.”
- Lay the groundwork for the initial session and in the beginning review who we are

WELCOME

to the



Small Business Development Center

Insert Host Logo Here

*Building New Mexico's Economy One
Business at a Time*



**Small Business Development Center
at**

Host Institution Name

Address

Phone Number

Website



**We are funded by the
State of New Mexico Legislature and the
U.S. Small Business Administration**

Our Mission

“To develop skilled entrepreneurs and strong businesses.”



**New Mexico Small Business
Development Center
Lead Center
Santa Fe Community College**

NEW MEXICO

- **Centers throughout New Mexico**
- **Our center serves: (enter your service area)**

- **Offices in: (enter your offices)**
- **NMSBDC Founded in 1989**
- **Nationally Accredited**
- **1,000+ Small Business Development Centers nationwide including U.S. territories**
- **Network of over 40+ professional Business Advisors located at SBDC centers throughout New Mexico**



Our Staff

Include each team members name, title, headshot and one sentence listing expertise.



Name
Title
Sentence listing expertise



Name
Title
Sentence listing expertise



Name
Title
Sentence listing expertise

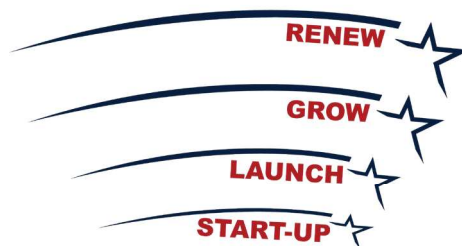
What We Do

- **Business consulting**

- Our professional consulting services are provided at no cost
- All our services are confidential
- Unlimited services to startup and existing businesses

- **Business training**

- Low or no cost
- Trainings are tailored to meet the needs of small businesses to help build skilled entrepreneurs



What We Ask You to Do

- **The work necessary to succeed**
- **Make your own decisions**
- **Work with the SBDC business advisor**
- **Seek a professional accountant and/or attorney as needed**



How We Measure Our Success Together

The SBDC is successful only if our clients are successful. The only way we can measure this success is if our clients participate in providing feedback as followed:

- **Surveys**

You will receive requests to complete short surveys via email throughout the time you receive SBDC services.

- **Economic Impact**

When you start or expand your business, hire employee(s), or acquire capital for the business due to the assistance you received from the SBDC, you will be asked to fill-out and sign a Client Economic Impact Report.

- **Letter of Support**

If you appreciate our services, please share your experience with our stakeholders. We will provide you with contact information.



Other Programs

The NMSBDC Network hosts two other programs to further assist New Mexico business owners. Your business advisor can connect you with these programs.



New Mexico PTAC provides government procurement assistance to small businesses who want to sell goods or services to the government, educational institutions, or tribal entities.



The **International Business Accelerator** is a one-stop shop resource for New Mexican businesses wanting to introduce their product or service into the global market.

***More Information**

Center Specific Information

For more information about the statewide program please visit [www.nmsbdc.org/\(center site\)](http://www.nmsbdc.org/(center site))

Recommendations: (add links on site)

- Social Media Accounts
- Newsletter
- Star Client, Other Clients, etc.
- Google Reviews

***Page must approved by NMSBDC State Director**