



Start, Grow, Revive Your Business

Workshop Series
Session #2

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Your Facilitators:



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Your City of Douglas Team



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Workshop Dates

Workshop #1

Business Planning

Workshop #2

Wednesday September 17, 2025 9am

Marketing on a Budget

Workshop #3

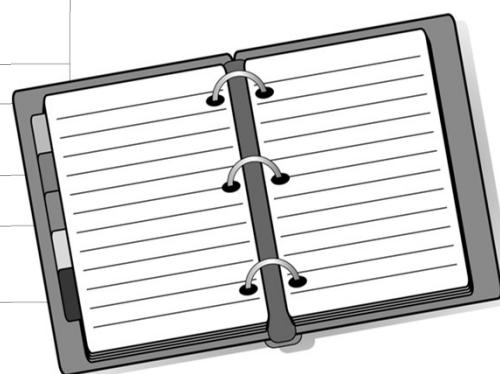
Wednesday October 15, 2025 9am

Pricing Your Product/Budgeting/Financials

Workshop #4

Wednesday November 5, 2025 9am

Financing Your Business



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Sponsor & Community Partners



Committed to the future of rural communities.



Legacy Foundation of Southeast Arizona

PROMOTING POPULATION HEALTH AND COMMUNITY WELLNESS
THROUGHOUT SOUTHEAST ARIZONA



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Workshop Expectations

- Build a safe environment
- Show respect
- Be “All In” - you get out what you put in
- Treat every business idea as the next great success, even if all you see are great big flaws
- Meet your fellow entrepreneurs
- Parking Lot
- Others?



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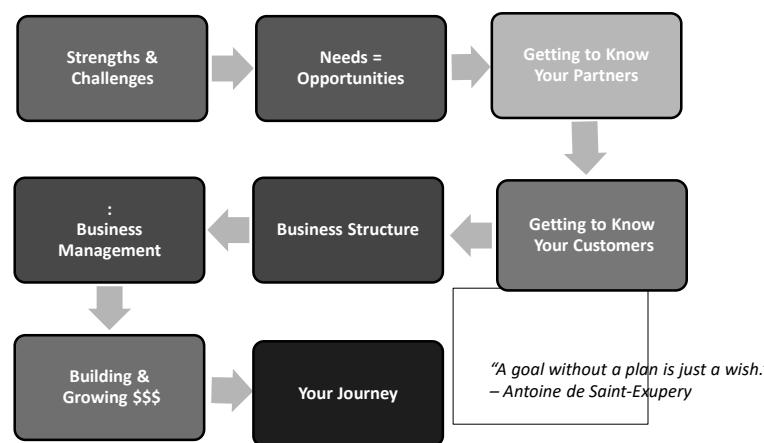
Let's Get to Know Each Other

- Hi! My name is..... please call me
- My business or organization is.....
- My favorite thing about my community is.....



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SGR Workshop - Roadmap



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Workshop Goals and Takeaways

- Entrepreneur ***Guidance***
 - Establish the entrepreneur mindset
 - Identify and pursue viable business opportunities
 - Understand business concepts and skills
 - Take business concepts and turn into actions
 - Identify Markets
 - Build individual capacity to finance business



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Most Important

- Create peer-to-peer learning opportunities
- Develop a peer support network
- Identify helpful resources



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The Paperwork



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What do successful small businesses have in common?

- A strong business plan
- Their product or service solves a problem
- They account for their cash needs
- Have a great team
- Pricing reflects the value to the customer
- **Understand Marketing – delivering the right message to the right customer at the right time**

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Review Workshop # 1



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Agenda

- Business Planning: Why and How?
- Building Your Story
- Resources
- Next Actions



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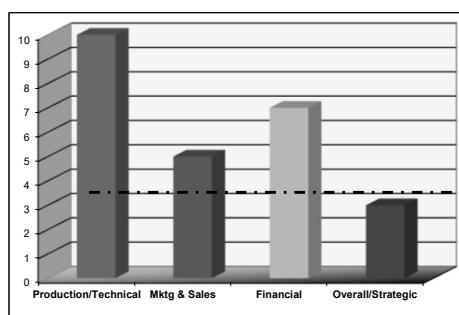
Critical Business Skills

- Producing the product or service
- Finding the buyers or customers
- Managing the money
- Managing overall strategic operations



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Myth of the Perfect Entrepreneur



- Most entrepreneurs are not equally good in all four areas
- Success is limited by the weakest leg
- Solution: Build a team



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Personal Reflection

Critical Business Skills

- Producing the product/service
- Finding the buyers/customers
- Managing the money
- Managing overall strategic operations

- Which role(s) are you good at?
- Which role(s) do you like?
- How will you fill the roles you are not so good at, or do not like doing?



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The Business Plan

- Why write a business plan?
 - Explains your products or services clearly
 - Show how you'll make money
 - Assess your supply chain reliability
 - Identify factors that could affect demand
 - Guide your business decision making
 - Acquire funds



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The Business Plan: Roadmap – Compass or Both

The roadmap provides the specific path, while the compass ensures you are heading in the right direction.

[video about the importance of a business plan - Google Search](#)



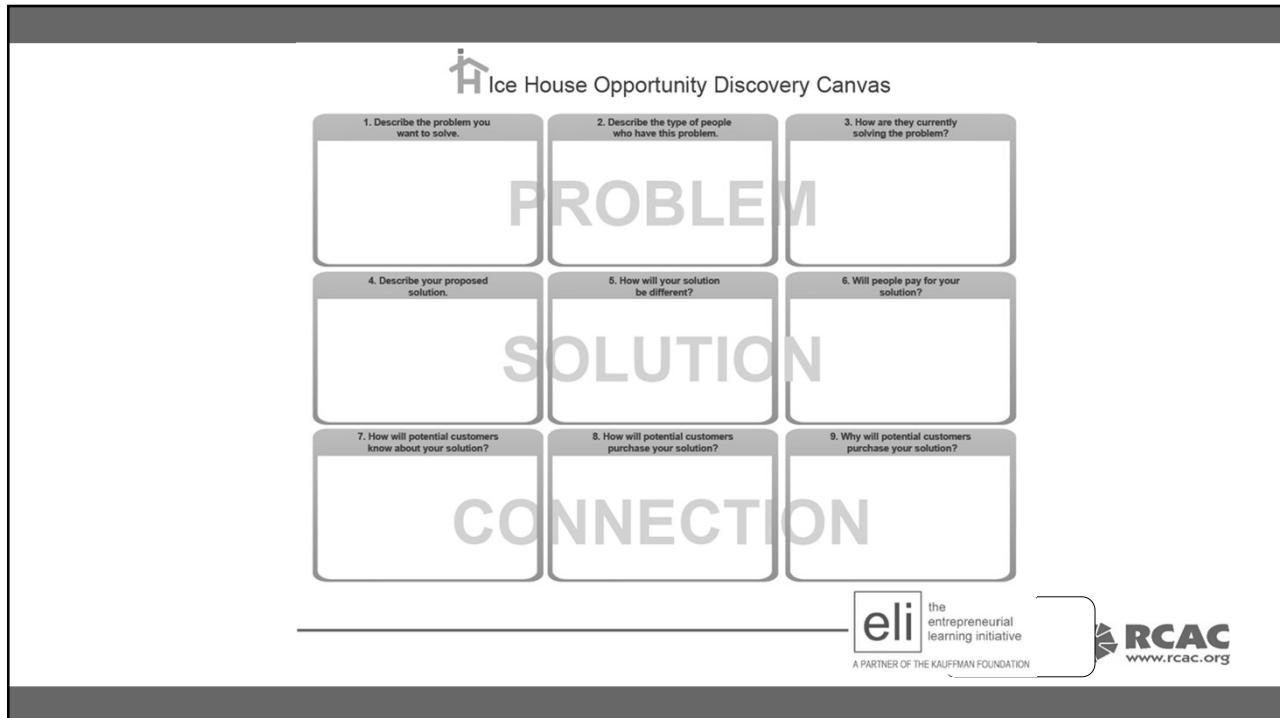
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Business Plan Writing Resources

- LivePlan
 - [Business Plan Software With Performance Tracking | LivePlan](#)
- Initiate Platform
 - [Initiate 3.0](#)



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The Ice House Opportunity Discovery Canvas

- Problems = Opportunities for a business/project
- Connect with “customers” who may have a problem you can solve
- Canvas your idea with potential customers and stakeholders (transactional & support partners)
- **The Canvas is a Demand Driven Tool**



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Mission	Vision
Core Purpose	Long-term Aspirations
Who – What - Why	Inspirational
Honest Tea: To create and promote great-tasting, healthy, organic beverages.	Chipotle: We believe that food has the power to change the world.
Warby Parker: To inspire and impact the world with vision, purpose, and style.	Supergoop!: Change the way the world thinks about sunscreen.
Cradles to Crayons: Provides children from birth through age 12, living in homeless or low-income situations, with the essential items they need to thrive — at home, at school, and at play.	Southwest: To be the world's most loved, most efficient, and most profitable airline.

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Selling Your Story
<ul style="list-style-type: none"> • Don't tell your customers what you do, where you do it, or how you do it – tell them why you do it. <ul style="list-style-type: none"> • Customers will buy your story <i>and</i> pay more for it. • Words • Images • Colors

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What is a Pitch?

- Clear and concise description of your business
 - Customers
 - Products/services
- An elevator speech to market your business
 - Describes your customer's problem
 - Explains how you solve the problem
 - Describes why your solution is worthwhile



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Marketing on a Budget



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Marketing

The right message
At the right time
To the right people
At the right place

A 3D word cloud centered on the word 'DIGITAL MARKETING'. Other words visible in the cloud include 'GOOGLE', 'TRAFFIC', 'DOMAIN', 'ADVERTISING', 'SEARCH ENGINE OPTIMIZATION', 'ADWORDS', 'BLOGGING', 'YOUTUBE', 'LANDING PAGES', 'ANALYTICS', 'IMPRESSIONS', 'REFERRALS', and 'CONVERSION RATE'. The words are rendered in a 3D perspective, with 'DIGITAL MARKETING' at the top center and other terms branching out.

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Marketing

THE MARKETING MIX



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The Marketing Mix

Product	Price	Promotion	Place	People
Functionality	Selling Price	Sponsorships	Distribution Channels	Service Provided
Appearance	Discounts	Advertising	Logistics	Attitude
Warranty	Payment Arrangements	Public Relations Activities	Service Levels	Customer Service
Quality	Price Matching Services	Message	Location	Appearance
Packaging	Credit Terms	Media	Market Coverage	Employee Portrayal



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How Much Should I Spend on Marketing?

- The definitive answer is.....it all depends!
 - B2B (7.8% of revenue)
 - B2C (15.1% of revenue)

Develop a budget and stick to it.
Constantly evaluate effectiveness and adjust accordingly.



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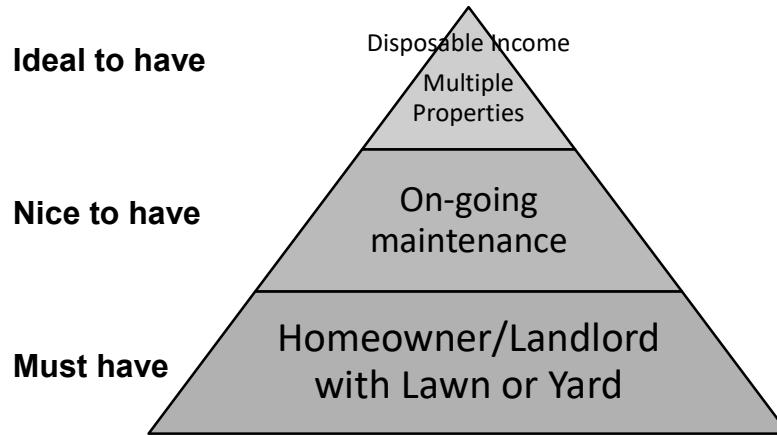
Consider Your Customer

- Who is your customer?
 - They have bought from you
- Who is your **ideal** customer?
 - They love you
 - They are profitable
 - They want to buy more



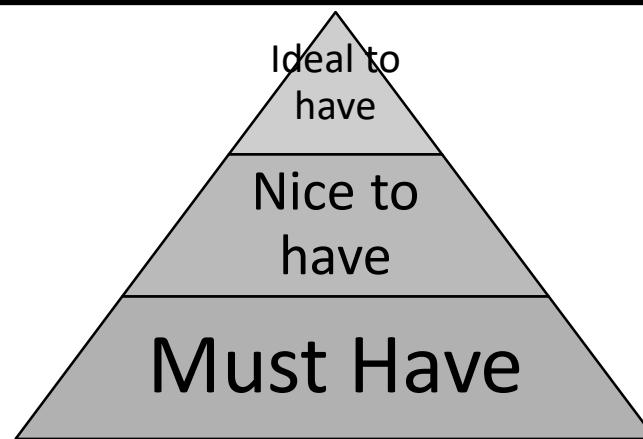
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Example: Ideal Customer – Landscaping Business



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Activity: My Ideal Customer



Be as specific as possible!



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What is a brand?



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But First – A little About Brand

- A brand is the sum of how a product or business is perceived by those who experience it.
- More than just a company's name, logo, product, or price tag. It's a consistent and recognizable feeling.
- The way a customer feels about a business influences their purchasing behavior.



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Who Are My Brand Champions?



They love you



They tell others
about you



They want more
from you



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Find Out Who Your Brand Champions Are



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What should my messaging be?

ASK!

What problem are you solving for them?

Why do they choose you over your competitors?

What do they tell their friends about you?



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Another Look at Your Pitch

Now that you identified your ideal customer and thought about your brand – will this change your Pitch?



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Promotion (Communication Channels)

- The good news is that there are so many ways to reach customers.
- The bad news is that there are so many ways to reach customers!
- You probably don't have the budget, time, or expertise to do them all. So how do you choose?



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Before you select a channel

- Start by identifying your campaign's overall objectives and goals. Some common goals include:
 - Increase brand awareness
 - Drive traffic to your website
 - Generate leads
 - Grow revenue
 - Improve customer service



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15 Marketing Channels – to name a few



Social Media



Word of Mouth



Direct Sales

Advertising –
print and digitalEarned Media
(news articles,
radio/podcast
interviews, TV
interviews)

Website

Trade Shows –
MarketsThe Customer
Experience

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Low-Cost Marketing

Social Media –
Facebook, Instagram,
LinkedIn, Twitter,
TikTok,

Online Directories –
Yelp, Trip Advisor,
Yellow Pages, Angi

Google Business
Profile

Elevator Pitch

Community
Sponsorships/Activities

Collaboration/Cross-
Promotion

Networking

Give a speech

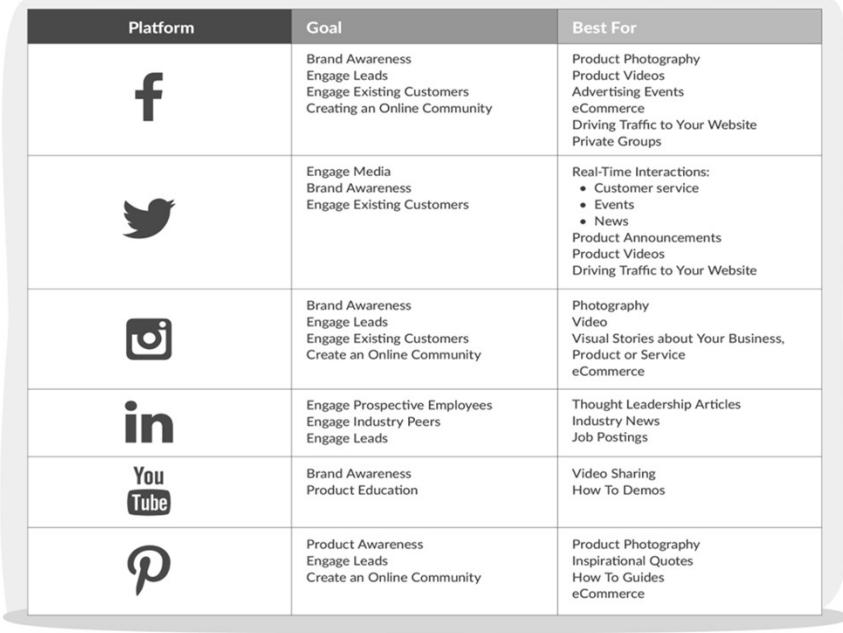
Local Media

Local Associations

Customer Referrals



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Platform	Goal	Best For
	Brand Awareness Engage Leads Engage Existing Customers Creating an Online Community	Product Photography Product Videos Advertising Events eCommerce Driving Traffic to Your Website Private Groups
	Engage Media Brand Awareness Engage Existing Customers	Real-Time Interactions: • Customer service • Events • News Product Announcements Product Videos Driving Traffic to Your Website
	Brand Awareness Engage Leads Engage Existing Customers Create an Online Community	Photography Video Visual Stories about Your Business, Product or Service eCommerce
	Engage Prospective Employees Engage Industry Peers Engage Leads	Thought Leadership Articles Industry News Job Postings
	Brand Awareness Product Education	Video Sharing How To Demos
	Product Awareness Engage Leads Create an Online Community	Product Photography Inspirational Quotes How To Guides eCommerce



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Social Media

- Figure out your target audience's favorite social media platform.
- You can post content that's tailored to each platform once you know where they are.
- For instance, if you know your audience is on TikTok, a short-form video strategy is critical to your social media success.
- **Check out your competitors and see which channels they succeed on.**
- **Determine what formats are working best for them and what they're missing from their social media strategy (which you can fill in!).**



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RCAC's Initiate Resource

Small Business Resource Center Tour



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My Next Actions



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Parking Lot & Questions

