



# ONE ON ONE

We Provide Free  
Marketing, Legal &  
Financial Services  
To Small Business  
Entrepreneurs:

**We provide this assistance through  
Bootcamps, Consultations & Projects**

#### **BOOTCAMP**

An interactive volunteer-led small group session with entrepreneurs, providing hands-on training or in-depth guidance on a specific business topic.

#### **CONSULTATION**

Short (1-2 hour) meetings between an entrepreneur and a volunteer/volunteer team around a specific business topic/challenge, where the volunteer(s) provides recommendations and advice to the entrepreneur.

#### **PROJECT**

A volunteer/volunteer team takes on a project-based work, involving a specific marketing, legal, or finance business need. Projects are limited in scope, but broader than a consultation, and typically take between a few days and a few weeks to complete, with a clear deliverable provided to the entrepreneur upon completion.



**#ALLFORSMALL™**

# Marketing Offerings

## Consultation & Project Based One-On-One Services

These are one-on-one project-based, longer term engagements between a volunteer and an entrepreneur, intended to provide guidance around marketing issues. The primary areas of support are listed below. These projects-based consultations and projects are limited in scope with a clear deliverable provided upon completion.

### Website Assessment

Review of your website's layout, user experience, functionality, visual design and content, with recommendations for improvement.

### Search Engine Optimization (SEO) and Analytics

Learn how to set up tracking or analyze data to improve digital marketing performance maximizing search engine optimization.

### Branding 101

Review your brand voice and visual identity and recommendations for improvement.

### Digital/Email/Social Media Assessment

Have an expert review your current email, social media, and miscellaneous digital strategies in order to maximize your online awareness and improve consumer targeting.

### Sales Distribution

Identify opportunities to maximize customer acquisition and sales via existing or new channels.

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# Legal Offerings

## Consultation & Project Based Support

These are project-based, longer term engagements between a volunteer attorney/s and an entrepreneur, intended to provide guidance around legal issues. The primary areas of support are listed below. These projects-based consultations and projects are limited in scope with a clear deliverable provided upon completion.

Please note that our legal support offerings are only available (with varying wait times) in the following states: NY, CA, DC, NJ, PA, MD, VA, WA.

### Entity Selection/Formation

General advice and counsel regarding the most favorable legal structure for a small business (e.g., LLC, C-Corp, S-Corp, Sole Proprietorship, etc.), including consideration of the legal and tax consequences of each. Assistance forming the legal entity that is recommended for the small business.

### Contracts

General advice and counsel in reviewing and drafting contracts. This can also include explanation of general contract provisions, including understanding commonly-included boilerplate language; the responsibilities, roles, and obligations of the parties; suggestions for successful management of contracts; extensions of time; negotiation techniques; how to understand and use non-compete and non-disclosure clauses; and contract enforcement.

### Doing Business Online

Review and drafting of terms of use and privacy policies for a small business owner's website. Explanation of what terms of use and privacy policies are, including (1) whether and when a small business owner needs to use them, what should be included, and what policies mean; (2) how to avoid copyright infringement issues when adding textual and photographic content to your business website; and (3) social media's intersection with business and law, including website comments sections and employee privacy.

### Corporate Governance

General advice and assistance with reviewing and drafting operating agreements, bylaws, partnership terms, or other internal documents that govern the business. General advice and counsel regarding the ongoing observation of operating formalities, including filing requirements and other responsibilities.

### Commercial Real Estate

General advice and counsel regarding initial leasing considerations, explanation of standard lease provisions, and potential negotiations and pitfalls. Assistance reviewing proposed leases, including providing suggested revisions to the lease terms as advisable, assistance negotiating more favorable terms, and explaining an entrepreneur's potential financial and tax obligations under the proposed lease.

### Employment

General advice and counsel as to the proper classification of workers as employees or independent contractors, explanation of employer obligations and responsibilities under state and federal law, and assistance reviewing and drafting appropriate agreements for workers.

### Intellectual Property

General advice and counsel as to when and how to pursue trademark registration, and explanation of the protection offered and the actions required to enforce those protections. Assistance with understanding and registering copyright protections for entrepreneurs' original creative works. Drafting nondisclosure agreements to protect a business's trade secrets and other confidential information.

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## Financial Offerings

### Project Based One-On-One Services

These are one-on-one project-based between a volunteer and entrepreneur to help them with a specific finance need. These projects are limited in scope with a clear deliverable provided upon completion.

#### **Financial Systems and Management**

A volunteer can help the entrepreneur choose software options for bookkeeping and point of sale, and train them in setting up, maintaining, and/or cleaning up their books to make sure their financial statements help them analyze their operations.

#### **Projections and Planning**

A volunteer can help the entrepreneur build a financial model calculating costs, examining pricing options, setting sales goals and budgets, or attempting to forecast future operations under new scenarios like hiring, equipment purchases, loans, or sales cycles.

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### One-Hour Long Consultation

These are one-on-one, one-hour long virtual meetings between a volunteer and an entrepreneur. They happen in a group setting, where multiple volunteers meet individually with entrepreneurs in the same virtual session on a predetermined day.

#### **Financial Systems and Management**

A volunteer can help the entrepreneur choose software options for bookkeeping and point of sale, and train the small business owner in setting up their books and reading their financial statements.

#### **Projections and Planning**

A volunteer can help the entrepreneur build a financial model calculating costs, examining pricing options, setting sales goals and budgets, or attempting to forecast future operations under new scenarios like hiring, equipment purchases, loans, or sales cycles.

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