

## **The Business Fitness Checkup Tool Marketing Kit**

*Partnership with Michigan Chambers and the Small Business Development Center*

The Michigan Association of Chamber Professionals and the Michigan Small Business Development Center (MI-SBDC) have partnered to develop a tool to assist Michigan businesses think about their business objectively. The Business Fitness Checkup tool has 20 questions for the business owner/representative to answer. The questions focus on strategic planning, marketing, implementing company plans and employee retention.

This marketing packet was created for Michigan Chambers and MI-SBDC regional offices to promote the Business Fitness Checkup tool. There are a variety of marketing tactics in this packet that allow quick distribution of the tool so Chambers can start receiving the responses.

### **Small Business Target Audience (Profile):**

The target audience for the Business Fitness Checkup Tool is as follows:

Primary Audience:

- Years in Business: Three
- Employees: 6+ employees
- Revenues: \$500k

Second Audience:

- All small business

Note: The Michigan Small Business Development Center is able to serve small businesses with 0-499 employees.

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**Press Release  
Partnership Provides Resources to Small Businesses**

**FOR IMMEDIATE RELEASE**

Date:

**Media Contact: Name**

Title

Phone

E-mail address

**XYZ Chamber Launches New Small Business Resource**

In Partnership with Michigan Small Business Development Center

**City or County, MI** – XYZ Chamber of Commerce launched a new small business resource tool in partnership with the Michigan Small Business Development Center (MI-SBDC) to better assess the needs of small business members and connect them to local resources.

The ‘Business Fitness Check Up’ is a brief evaluation designed to provoke strategic assessment by a small business owner or manager of their organization’s strengths and weaknesses and then connect them directly to the Chamber or MI-SBDC for further consultation.

“Quote from Chamber executive Director,” XYZ Chamber President XYZ says. “Continuation of the quote”

In Michigan, the MI-SBDC enhances economic well-being by providing counseling, business education, secondary market research for new ventures, existing small businesses and advanced technology companies. Partnership with the XYZ Chamber of Commerce seemed a natural result due to the Chamber’s very active business planning, organizational budgeting and marketing consulting program. The Business Fitness Check Up is just one of many resources available to small businesses which the Chamber and other organizations such as MI-SBDC are seeking to better acquaint owners and managers of.

All members are encouraged to take the Business Fitness Check Up which can be found at the XYZ Chamber of Commerce offices location information or accessed through the Chamber’s website, Chamber’s Website

Additional information on XYZ Chamber...

The Mission of the XYZ Chamber of Commerce ...

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## Newsletter Content New Partnership to Assist Small Business

The **XYZ** Chamber of Commerce and the Small Business Development Center **XYZ** Region are partnering to give small businesses a better chance to grow and prosper. The "Business Fitness Checkup" was created through the SBDC and Chamber partnership to allow small business owners to gauge how well their business is being managed and to help them identify areas for improvement. Many business owners are so focused on a particular area that they may overlook key opportunities for growth. To maintain confidentiality, the assessment can be completely anonymous.

### **Click Here to Take the Assessment**

(Assessment takes approximately ten minutes to complete.)

**Note:** The Business Fitness Checkup is used to assess general strengths and weaknesses of your business and connect you with the right resources at the right time. After you complete the survey you will be given a Business Fitness Checkup score. Depending on your score you will receive a gold star (score 16-20) or will be connected with business resources.

If you would like to contact the Chamber, please call **Name** at **Phone** or **Email** for more information.

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**E-mail Communication  
Target Population  
Your Chamber Wants to Help Your Business**

**From:** XYZ Chamber of Commerce  
**Sent:** TBD  
**To:** Small Business  
**Subject:** XYZ Chamber Wants to Help Your Business

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The XYZ Chamber of Commerce and the Small Business Development Center XYZ Region are partnering to help businesses in the XYZ area grow and prosper. The "Business Fitness Checkup" was created to allow small business owners to gauge how well their business is being managed and to help them identify areas for improvement.

So many business owners are focused on a particular area that they may overlook key opportunities for growth. The Business Fitness Checkup will take approximately five minutes to complete. You will be given a score on how "fit" your business is. If you are in need of small business resources, the Chamber will contact you and review the no-cost services that are available to you. To maintain confidentiality, the assessment can be completely anonymous.

**Click Here to Take the Assessment**

(Assessment takes approximately ten minutes to complete.)

**Note:** The Business Fitness Checkup is used to assess general strengths and weaknesses of your business and connect you with the right resources at the right time. After you complete the survey you will be given a Business Fitness Checkup score. Depending on your score you will receive a gold star (score 16-20) or will be connected with business resources.

If you would like to contact the Chamber, please call **Name** at **Phone** or **Email** for more information.

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## Website Content Have You Assessed Your Business Lately?

The "Business Fitness Checkup" Tool was created to allow small business owners to gauge how well their business is being managed and to help them identify areas for improvement.

The checkup will take approximately five minutes to complete. You will be given a score on how "fit" your business is. If you are in need of small business resources, the Chamber will contact you and review the no-cost services that are available to you. To maintain confidentiality, the assessment can be completely anonymous.

Button to use on the website:



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## Social Media Sheet

### Facebook:

Post 1: When's the last time you assessed the overall health of your business? **CHAMBER NAME HERE** partnered with the Michigan Small Business Development Center to create a free business fitness checkup tool – check it out! **INSERT LINK**

Post 2: Are you working in your business, or ON your business? This business fitness checkup tool will give you valuable insight. **INSERT LINK**

Post 3: Do you know your business's strengths and weaknesses? The business fitness checkup tool will help you objectively assess your business, and connect you with resources to maximize your strengths and address the weaknesses. **INSERT LINK**

Post 4: Looking to grow your business? Start with this free business fitness check-up tool, developed by the Michigan Small Business Development Center. **INSERT LINK**

Post 5: Everyone benefits from a regular check-up, and your business is no exception. Use this free business fitness check-up tool to assess the health of your business! **INSERT LINK**

Post 6: The business fitness check-up tool covers 20 ways to ensure your business's success, and we've got resources to assist you with each one. Take a minute to assess your business's health today! **INSERT LINK**



### Twitter:

Post 1: **CHAMBER NAME HERE** partnered with the @MichiganSBDC to create a free business fitness checkup tool. Check it out here: **INSERT LINK**

Post 2: Are you working in your business, or ON your business? This business fitness checkup tool will give you valuable insight. **INSERT LINK**

Post 3: Everyone benefits from a regular check-up, and your business is no exception. **INSERT LINK**

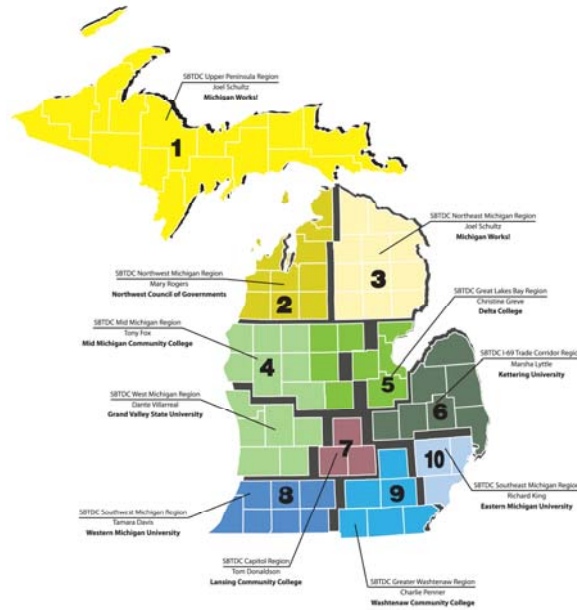
Post 4: 20 things that your business should be doing to ensure success, & the resources to make it happen: **INSERT LINK**

Post 5: Looking to grow your business? Start with this free business fitness check-up tool, developed by the @MichiganSBDC. **INSERT LINK**

Post 6: When's the last time you assessed the overall health of your business? Here's a great tool from @**CHAMBER TWITTER** and @MichiganSBDC. **INSERT LINK**

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