



## FREE RESOURCE GUIDE

# WOMEN ENTREPRENEURS: FUND, MARKET, AND SCALE YOUR BUSINESS

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**Entrepreneur**

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# INTRO

Fuel Your Ambition.

I'm thrilled to share this resource with you—it's like a treasure map for any woman ready to dive into entrepreneurship.

Think of it as your personal cheat sheet for getting your business off the ground.

We're covering the essentials: finding that all-important funding, making some noise with your marketing, and growing your business without losing your mind.

I've packed it with straightforward tips, considering all the unique hurdles we, as women, might encounter on this adventure we call entrepreneurship.

From figuring out where to get the cash to fuel your startup dreams to crafting messages that talk to your audience and scaling up without selling out—consider this primer your first step.

Let's kick off this journey together, armed with optimism and the right kind of know-how. Here's to making your business dreams come true, step by savvy step.







SMALL BUSINESS

# FUNDING

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Fuel Your Dream, Fund Your Future.

## Funding Your Business

Navigating the financial waters can be daunting, but you're no longer sailing without a compass. Our dive into funding illuminated the intricacies of engaging with investors and venture capitalists, transforming what often seems like arcane language into clear, actionable advice.

We didn't stop at traditional funding; we explored a plethora of alternative sources that embrace and empower women-led businesses. From crafting a pitch deck that captivates and convinces to highlighting platforms and networks where female entrepreneurs find not just capital but community, we equipped you with the knowledge to confidently seek the resources your venture deserves.

This guide is your compass, pointing towards the resources to elevate your vision from the drawing board to the boardroom.

# FUNDING

Fuel Your Dream, Fund Your Future.

## Understanding Your Funding Options:

- **Bootstrapping:** Starting with your savings or income, reinvesting profits back into the business. This approach keeps you in control but may limit growth speed.
- **Friends and Family Round:** Allowing your friends and family to invest in your startup. A common first outside source of funding, though it comes with the potential risk to personal relationships.
- **Equity Financing vs. Debt Financing:** Understand the difference. Equity financing involves exchanging a portion of your business ownership for capital, while debt financing means borrowing money that you will need to repay with interest. Assess which option aligns with your business goals and growth strategy.
- **Government Grants and Loans:** The SBA offers specific programs for women-owned businesses, including the Women-Owned Small Business (WOSB) Federal Contracting program.
  - Also, explore state and local government grants targeted at women entrepreneurs.
- **Angel Investors:** Wealthy individuals looking to invest in promising startups in exchange for equity.
  - Platforms like AngelList and networks specific to women entrepreneurs, such as Golden Seeds, can connect you with potential investors.
- **Venture Capital:** For businesses with high growth potential.
  - 27 Female-focused venture capital firms include BBG Ventures and Forerunner Ventures.
- **Crowdfunding Campaigns:** Create compelling campaigns on platforms like Kickstarter or Indiegogo. Use engaging stories and videos to connect with potential backers. Offer attractive rewards that encourage participation.
- **Pitch Competitions:** Participate in pitch competitions aimed at women entrepreneurs.
  - These provide a chance to secure funding, network, and gain visibility. Organizations like SheEO and Women Who Tech offer such opportunities.

## Funding Resources:

- **Cartier Women's Initiative:** An annual international entrepreneurship program that awards women entrepreneurs from around the world ([cartierwomensinitiative.com](http://cartierwomensinitiative.com)).
- **Tory Burch Foundation:** Offers capital program in partnership with Bank of America, providing access to affordable loans for women entrepreneurs ([toryburchfoundation.org](http://toryburchfoundation.org)).
- **Small Business Administration (SBA):** Offers a guide to funding your business, including loan programs ([sba.gov](http://sba.gov)).
- **Grants.gov:** A comprehensive database of federally sponsored grants ([grants.gov](http://grants.gov)).
- **Women's Business Centers:** SBA-supported centers that provide business training and counseling ([sba.gov](http://sba.gov)).
- **Hello Alice:** Offers grants and resources specifically for women entrepreneurs ([helloalice.com](http://helloalice.com)).
- **Skip:** Funding and grants marketplace for small businesses and entrepreneurs ([helloskip.com](http://helloskip.com)).

## Links to Recommended Reading:

- [Crack the Funding Code: How Investors Think and What They Need to Hear to Fund Your Startup](#)
- [Secrets to Raising Capital: How to get the money you need for your business the fastest and easiest way possible - The Second Addition](#)
- [The Fundraising Strategy Playbook: An Entrepreneur's Guide To Pitching, Raising Venture Capital, and Financing a Startup](#)





SMALL BUSINESS

# MARKETING

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Connect. Engage. Thrive.

## Mastering Marketing

Your brand's story is its heartbeat, and marketing is how it reaches the world. We journeyed through the creation of compelling brand narratives that resonate on a personal level with your audience, ensuring your voice isn't just heard but felt. In today's digital-first landscape, we unveiled tactics that place your brand exactly where it needs to be, engaging with audiences in a way that's both authentic and strategic.

This part of our guide shares insights designed to catapult your brand into the hearts and minds of your audience. Ready to turn your narrative into your most potent asset? Let's begin.

# MARKETING Connect. Engage. Thrive.

## **Building a Strong Foundation:**

- **Brand Identity:** Develop a strong brand identity that resonates with your target audience. This includes your logo, color scheme, and the overall message.
- **Digital Presence:** Ensure you have a professional website and active social media profiles.
  - Tools like Squarespace, Wix, and Canva can help with website and graphic design.
- **Content Marketing:** Create valuable content (blogs, videos, podcasts) that addresses your audience's needs and positions you as a thought leader.
- **SEO and SEM:** Invest in search engine optimization and search engine marketing to increase your visibility online.
- **Social Media Advertising:** Use platforms like Facebook, Instagram, and LinkedIn to target your audience with ads.
- **Lead Magnets + Email Marketing:** Build an email list and engage your audience with regular updates and valuable content, like lead magnets.
- **Influencer Partnerships:** Collaborate with influencers who align with your brand values to reach a wider audience. Micro-influencers, with their highly engaged followers, can be particularly effective for niche markets.
- **Community Building:** Engage your audience by creating a community around your brand. Use platforms like Facebook Groups or Slack to foster discussions, share insights, and gather feedback.
- **Leveraging Analytics:** Use tools like Google Analytics and social media analytics to understand your audience better, tailor your marketing strategies, and improve ROI.
- **Local SEO:** For businesses with a physical presence, optimize your online presence for local searches. Claim your Google My Business listing, encourage reviews, and ensure your location is accurately listed across platforms.

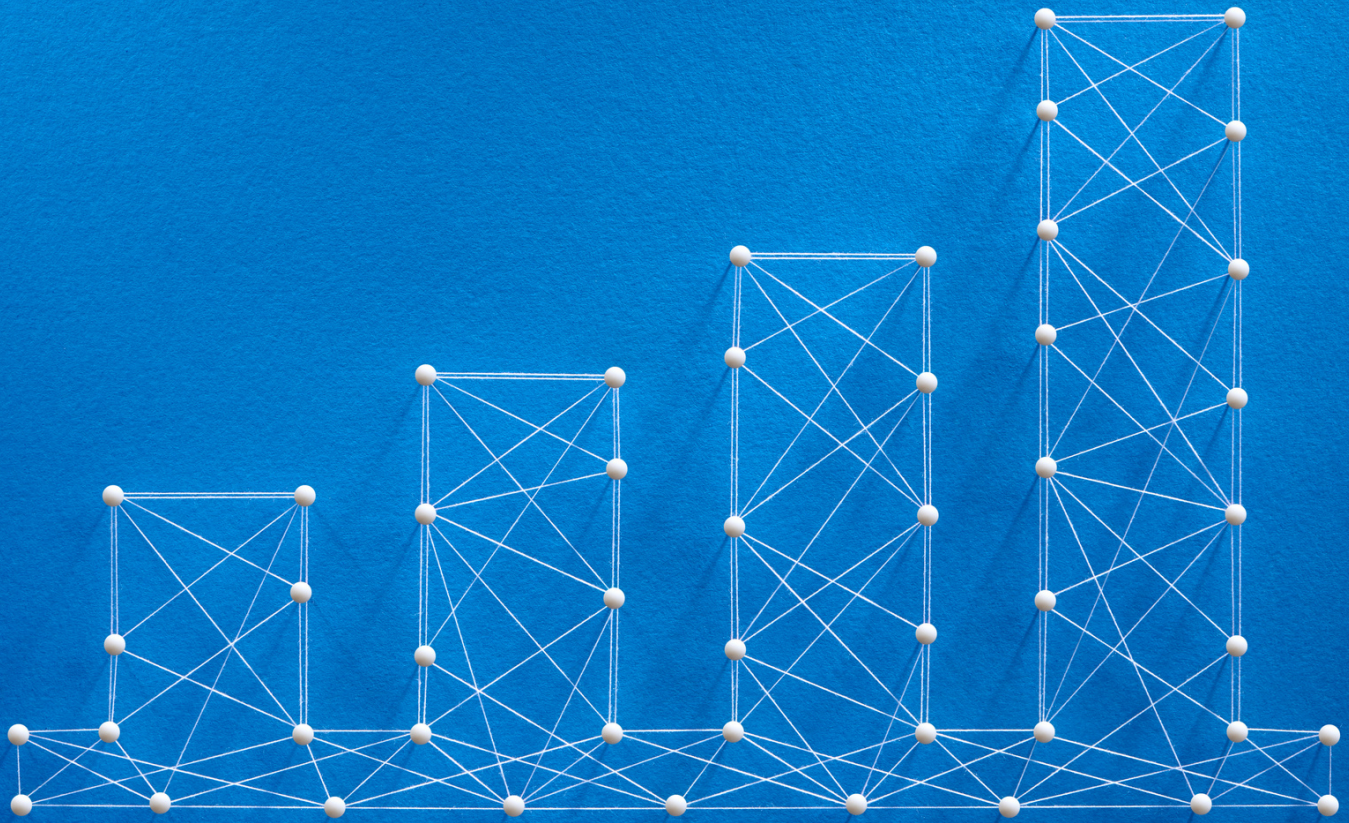
## **Additional Resources for Free Digital Marketing Courses:**

- Google Digital Garage - Fundamentals of Digital Marketing - <https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing>
- HubSpot Academy - Inbound Marketing Certification - <https://academy.hubspot.com/courses/inbound-marketing>
- Meta Blueprint - <https://www.facebook.com/business/learn>
- Coursera - Digital Marketing Specialization (University of Illinois) - <https://www.coursera.org/specializations/digital-marketing>
- edX - MicroMasters Program in Digital Marketing (Boston University) - <https://www.edx.org/micromasters/bux-digital-marketing>

## **Links to Recommended Reading:**

- [Upstream Marketing: Unlock Growth Using the Combined Principles of Insight, Identity, and Innovation](#)
- [The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand out From The Crowd](#)





SMALL BUSINESS

# SCALING

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Build Strong, Grow Smart.

## Strategizing Scaling

Scaling your business is an adventure in growth, requiring careful timing, strategy, and a keen eye for opportunity. We discussed recognizing the right moment to scale, ensuring your business's growth is not just fast but also sustainable and aligned with your vision. From the importance of building a team that shares your growth ambitions to leveraging the latest technology to streamline operations, our insights are designed to make scaling an exciting, manageable process. This segment was about transforming the challenge of growth into an opportunity for innovation and impact.

This is where strategy meets ambition, where your business's potential is matched only by your vision for its future.



# SCALING

Build Strong, Grow Smart.

## Overview of Foundational Strategies for Growth:

- **Business Model Optimization:** Regularly review and adjust your business model to ensure it supports scaling.
- **Operational Efficiency:** Implement systems and technology to streamline operations and reduce costs.
- **Market Expansion:** Explore new markets, whether geographical, online, or through new customer segments.
- **Product Diversification:** Expand your product or service offerings to cater to a broader audience or to meet more needs of your current customers.
- **Strategic Partnerships:** Form partnerships with other businesses to expand your reach and access new markets.
- **Talent Acquisition:** As you grow, invest in hiring and developing a team that can take your business to the next level.
- **Customer Retention:** As you scale, focus on retaining existing customers through loyalty programs, personalized communication, and outstanding customer service. Repeat customers often contribute significantly to revenue and can become brand ambassadors.
- **International Expansion:** Consider expanding your market reach globally. Research and understand the new market, comply with local laws and regulations, and adapt your marketing strategies to fit cultural nuances.
- **Automation and Technology:** Invest in technology to automate repetitive tasks, such as customer relationship management (CRM) systems, accounting software, and digital marketing tools. This can free up time to focus on strategic growth activities.
- **Building a Scalable Team:** Create a team culture that supports growth, invest in training, and consider remote or flexible work arrangements to attract top talent.

## Resources:

- **SCORE:** Provides free mentoring from experienced business professionals and offers workshops on scaling businesses ([score.org](https://score.org)).
- **GrowthWheel:** A visual toolbox and online platform for decision-making and action planning for startup and growth companies ([growthwheel.com](https://growthwheel.com)).
- **Lean Startup:** A methodology that provides a scientific approach to creating and managing successful startups in an age of uncertainty ([theleanstartup.com](https://theleanstartup.com)).
- **Asana or Trello:** Project management tools that help organize tasks, projects, and deadlines, facilitating team collaboration as your business grows ([asana.com](https://asana.com), [trello.com](https://trello.com)).
- [Get Access to 17 Free Resources for Small Businesses to Leverage Year-Round Here](#)

## Links to Recommended Reading:

- [Bigger & Better: A Playbook for Quickly Scaling Your Small Company with Limited Resources](#)
- [Start. Scale. Exit. Repeat.: Serial Entrepreneurs' Secrets Revealed!](#)
- [Buy Back Your Time: Get Unstuck, Reclaim Your Freedom, and Build Your Empire](#)

# THE WRAP UP Fuel Your Ambition.

As we turn the last page of this guide, it feels a lot like we're standing at the beginning of something really big and a bit daunting, doesn't it?

But hey, remember this: you're not stepping out on this journey alone. Everything we've talked about – from getting your funding ducks in a row, to shouting your brand from the rooftops, to growing your business smartly – it's like a map in your back pocket, ready to guide you through every twist and turn ahead.

Let this guide be a little nudge whenever you need it, reminding you of how incredibly capable you are, and how powerful we can be when women entrepreneurs band together, fueled by dreams and ambition. Here's to the paths you're going to carve out, the incredible heights you're destined to reach, and the mark you'll leave on the world of business.

The stage is yours, and with the insights from today tucked under your belt, there's absolutely nothing stopping you from achieving greatness. Let's not just daydream about a brighter, bolder future; let's roll up our sleeves and make it happen, one brave step at a time.







# BIANCA B. KING

SMALL BUSINESS MARKETING EXPERT

Bianca B. King is an entrepreneur and professional matchmaker on a mission to help women accelerate their success. As the founder of the exclusive collective Pretty Damn Ambitious, Bianca matches ambitious women with premier vetted and verified coaches so they can finally amplify their ambitions and achieve the personal growth and professional success they desire.

Bianca is also the President and Creative Director of Seven5 Seven3 Marketing Group, a digital marketing agency that has served hundreds of entrepreneurs nationwide since 2008. Bianca is known for her results-driven creative marketing strategies, helping her clients achieve a combined revenue of over \$275 million and counting. She has been featured in several online and nationally recognized print publications and has also written for online publications, including Fast Company, ESSENCE, MSNBC, LinkedIn, Entrepreneur, Dallas Weekly, The Story Exchange, and the U.S. Chamber of Commerce.

AS FEATURED IN:



ESSENCE



Entrepreneur

FAST COMPANY

BLACK ENTERPRISE



U.S. Chamber of Commerce

Bianca has served as the Marketing Director of Texas Wall Street Women since 2017. She is also a founding and former board member of the Something for Kelly Foundation, a 501c3 non-profit fighting to end eating disorders, where she served as a marketing strategist for five years. Before launching her digital marketing agency, Bianca worked at Cushman & Wakefield for almost a decade. During her time with the real estate firm, she served as a Brokerage Associate and Financial Analyst, where she was part of the investments sales team that sold over \$1.4 billion in real estate assets.

With over 20 years of marketing experience and an MBA in eCommerce Marketing, Bianca brings her clients a wealth of expertise and experience. Today, she resides in Dallas with her husband and loves trying new recipes, gardening, and traveling.



LET'S

# CONNECT

## LET'S SUCCEED, TOGETHER

Whether your entrepreneur who needs help with her marketing and branding or you are looking for a community of like-minded high-achieving women, or both, you're in the right place.

[LET'S CONNECT](#)

