

## Small Business Affiliate Fast Start Guide

**Purpose:** Have a one-page reference sheet for Small Business Affiliates (SBAs) to follow to improve success in helping small businesses access capital and the SBA's ability to monetize the relationship.

**How To Access Support:** Call 903-920-0777 or email [Support@InnovativeCapitalStrategies.com](mailto:Support@InnovativeCapitalStrategies.com)

**Resource Page:** <https://www.businesscreditliteracy.org/sba-resource-files/> has sample documents, editable flyers, YouTube training videos, links to enroll clients and sub-Affiliates, etc.

### Certification Training:

- If you'd like to teach the one-hour Access To Capital Class, you'll want to attend an in-person Certification training.
- Two options for getting trained:
  - you can register/attend the regularly scheduled trainings at our office (<https://innovativecapitalstrategies.org/careers/> see Step 2); or
  - we can send a trainer to you whereby you facilitate a training for your team of sub-Affiliates and get paid (and attend for free). Contact us to coordinate.

### Walk the walk:

- While not required, a best practice is to enroll and participate in the Capital Ready Program yourself.
- Your participation will get you the \$100,000+ capital raise and a deeper understanding of the processes by being a participant.

### Top Lead Generation Techniques:

- **Get active in a formal networking group.** This will be one of your biggest lead sources and can get you customers and sub-Affiliates painlessly. Consider <https://www.bni.com/> and/or <https://www.masternetworks.com/>. You can join an existing group or initiate a new one for your area.
- **Call campaigns.** We can provide you leads lists of newly started businesses in your area (free). You then reach out via calls, texts, and/or mail. This is most effective to invite to an Access To Capital class or webinar.
- **Host seminars/workshops and webinars.** You should have at least one seminar/workshop per month and at least two webinars per month.
- **Affinity relationships.** Without a doubt, hooking your hose to a running faucet makes good sense. You can use our Affinity proposal (on the resource page) to share with churches, chambers, business associations/organizations, etc. and then simply schedule a three way call so we can explain to them the proposition, answer questions, etc.