



24/7 ACCESS TO BUSINESS RESOURCES



Initiate is an online business resource with over 100 interactive tools, templates, videos, and guides.



MONEY AND KNOW-HOW

Every business owner needs both.

As a WWBIC client, Initiate gives you online access to:

- ✓ Expert training videos
- ✓ Hands-on tools and templates
- ✓ One-on-one coaching that leverages tools and resources to help you identify specific goals
- ✓ Training and events

MONEY

Financial tools and videos to help guide your bottom line.

MARKETING

Templates and tools to focus your sales and marketing efforts.

MANAGEMENT

Guides to navigate the managerial side of every business.

GROW YOUR BUSINESS

Initiate resources focus on topics that matter to every business owner:

MONEY

- Accounting Basics
- Cash Flow
- Financial Management
- Personal Credit
- Profitability
- Taxes

MARKETING

- Digital Advertising
- Email Marketing
- Marketing Basics
- Sales
- Social Media
- Website

MANAGEMENT

- Business Management
- Cybersecurity
- Human Resources
- Risk Management



SMALL BUSINESS RESOURCES FOR COVID-19

- 90 Day Financial Scenario Analysis
- Reopening Your Business After COVID-19: A Business Case Study
- Reopening Your Business After COVID-19 Checklist
- Projecting Cash Flow Needs In Times of Uncertainty: A Business Case Study

- Tips for Leveraging Technology During COVID-19
- Tips for Managing Employees During COVID-19
- Tips for Restaurants in Response To COVID-19
- Tips for Retailers in Response To COVID-19
- Maintaining Manufacturing in Light of COVID-19

FOR MORE INFORMATION CONTACT YOUR LOCAL WWBIC OFFICE.