

Small Business Resource Center

Small businesses are an attractive market segment, yet most institution's websites offer little business content beyond product information. Business owners and managers will appreciate the valuable content of the **Small Business Resource Center** because it will help them organize and manage their businesses more effectively.

By understanding customer needs and responding quickly, small businesses provide more than products. They provide solutions. The **Small Business Resource Center** provides the same type of solutions to the issues businesses face.

Add one link to your website and it will become a source of information and tools that business owners will rely on.

The Small Business Resource Center will produce results:

- Make website visitors aware of your business products
- Cross-sell business products
- Increase website traffic
- Lengthen website visits
- Generate inquiries, leads and sales

Adding the Small Business Resource Center to your website is easy, fast and simple.

Let us activate your branded site and you will see the value.

No Obligation!

Call 800-723-7237 to get started.

If small businesses are important to the continuing success of your institution, the Small Business Resource Center should be part of your website.

Bring small business owners back to your site more often with tools to help them manage their business.

Provide small business owners and managers with tools and information to help them manage their business more effectively. The Small Business Resource Center positions your website and your institution as a source of financial solutions.

The screenshot shows a web browser window displaying the Financial Wisdom Small Business Resource Center. The page features a navigation menu on the left, a main content area with an 'Idea of the Month' section, and a table of resources. Annotations highlight key features:

- Branded with your name and logo:** Points to the 'FOREST BLUFF FINANCIAL SERVICES' banner at the top right.
- Fresh content encourages repeat visits:** Points to the 'Idea of the Month' section, which features 'The Psychology of Handling Your Finances'.
- Link back to your home page:** Points to a 'Return to Small Business Resource Center Home' link within the 'Idea of the Month' section.

The table of resources includes:

Guidelines to plan your business	Checklists to manage your business	Small Business Library to help you and your business
Considerations When Starting a Business	Potential Employee Interview	Starting a Business
Preparing a Business Plan	Employee Performance Review	Human Resources
Preparing a Marketing Plan	Marketing Through the Mail	Retirement Planning
Preparing to Borrow	Preparing for a Business Speech	Marketing Issues
Creating an Employee Benefits Program	Exhibiting at a Trade Show	Financial Issues

The **Small Business Resource Center** provides useful tools and information.

The Guidelines provide detailed suggestions on preparing key business documents and mapping vital business strategy. The Checklists can be downloaded and printed for daily use. The link back to your site positions your products and services as logical and convenient solutions for business financial needs.

Make it easy for small business owners and managers to get the information and tools they want and need.

Explore the **Small Business Resource Center** by visiting the Financial Wisdom website – www.financialwisdom.com. Click on the **Small Business Resource Center** and see how the Guidelines, Checklists and Library of Articles would be a valuable addition to your website and a source of useful information for your website visitors. They would have the same experience, only it would be branded with your name and logo.

Provide small business owners with tools to help them manage their business more effectively. Providing those tools is fast, simple and easy. One link to the **Small Business Resource Center** is all it takes.

SMALL BUSINESS RESOURCE CENTER

TOOLS THAT BRING BUSINESS OWNERS TO YOUR WEBSITE

Small Business Resource Center

The Small Business Resource Center offers business owners and managers information centered around several important issues – start-up decisions, staffing, selling their products or services, managing their finances and generating personal wealth through their retirement plans. There are three components.

Guidelines – They provide detailed information on preparing several key documents and programs that are essential for any business:

- Considerations When Starting a Business
- Preparing a Business Plan
- Preparing a Marketing Plan
- Preparing to Borrow
- Creating an Employee Benefits Program
- Choosing a Retirement Plan
- Preparing a Disaster Recovery Plan

Checklists – The seven Checklists are designed to help the business owner deal with many of the more routine aspects of running their business:

- Potential Employee Interview
- Employee Performance Review
- Marketing Through the Mail
- Preparing for a Business Speech
- Exhibiting at a Trade Show
- Renting a Business Location
- Reviewing Insurance Needs

Library – Organized into six topical areas that relate to the kinds of issues faced by most businesses, there are over 70 useful and informative articles.

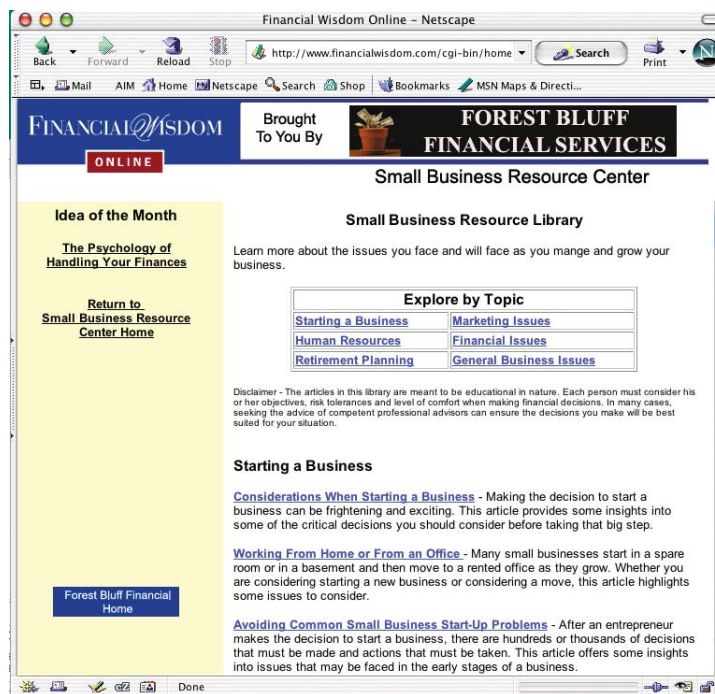
- Starting a Business
- Human Resources
- Retirement Planning
- Marketing
- Financial
- General Business Articles

activate the service (usually within a day) and send you the link to add to your site.

To get the maximum exposure, you will probably want to include links to the Center from your home page and your primary business services page. You may also want to include the link on other business product pages as well. If you already have a section for other tools

such as calculators or consumer information, you may want to include the link there.

The HTML files for the Small Business Resource Center are also available as part of the Financial Wisdom Library of Content service. If you wish to fully integrate the Resource Center into your site with references to your products and links to specific product pages, you may want to consider this alternative.



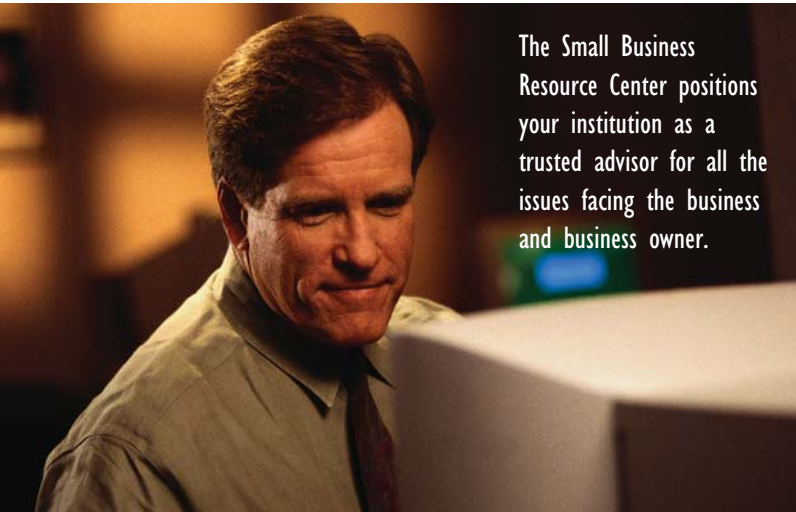
The Small Business Resource Library contains over 70 articles that address issues business owners face daily.

How does it work?

The Small Business Resource Center will be branded with your name and logo. All we need is your logo and the url of where you want visitors to click to. We

What does it cost?

The cost of a branded link to the Small Business Resource Center is \$300 per month. Billing is quarterly in advance with no set-up fee or long-term commitment.



The Small Business Resource Center positions your institution as a trusted advisor for all the issues facing the business and business owner.

The Small Business Resource Center makes your website a convenient source of useful information for business owners and managers. Bringing business owners to your site more often will position your products as solutions for all the business and the owner's needs. Visit the Financial Wisdom website – www.financialwisdom.com – to explore a sample Small Business Resource Center. Call or email to learn more or start the service



Financial Wisdom Marketing Services, Inc.
42 Sherwood Terrace, Suite 6 Lake Bluff, IL 60044
Phone: 800/723-7237 Fax: 847/604-8405
Email: info@financialwisdom.com