

# WOMEN MINORITY REPORT

THE MONTHLY NEWSLETTER OF THE WOMEN MINORITY BUSINESS DEVELOPMENT CENTER



## WELCOME TO THE WOMEN MINORITY BUSINESS DEVELOPMENT CENTER!

We are pleased to announce the opening of the first Women Minority Business Development Center (WMBDC)— the largest single expansion of business development for women entrepreneurs across the state of Mississippi, with a concentration in the Mississippi Delta region.

Under the auspice of the College of Business and Aviation at Delta State and with support from a \$1.5 million grant from the Kellogg Foundation, the WMBDC will play a pivotal role in positioning women-owned business owners for success as they continue to grow and recover.

The WMBDC will provide aid to our service area's minority women-owned entrepreneurs, allowing countless female small business owners to have an opportunity to grow their business with confidence and to stay afloat during and after the pandemic, as well as help new minority women business owners start on the right track.

“Adding this new Women Minority Business Development Center to the already existing network of services offered by the Delta State University College of Business and Aviation will boost timely business resources to our region as well as providing them with local, state, and federal resources, access to financial and capital markets and technical counseling,” said Dr. Billy Moore, Dean of Delta State’s College of Business and Aviation.

DSU’s WMBDC will provide a network of services, including connecting minority business owners to financial and capital markets, one-on-one direct technical counseling, financial and business management training, networking opportunities, workshops, and mentoring on business development topics such as business startup, financial management, marketing and procurement.

We feel that opening the doors to the first Women Minority Business Development Center in this area is crucial to the vitality of minority women small business owners.

The WMBDC will provide female entrepreneurs with the resources they need to start, grow and expand their businesses in the Mississippi Delta.

The WMBDC welcomes all women-owned businesses and looks forward to the anticipated success of its programs and services as it contributes to the overall health of our economy and creates jobs in our local communities.”

To learn more about the DSU WMBDC, visit [www.deltastate.edu/wmbdc](http://www.deltastate.edu/wmbdc) or call (662) 846-4908.

-WMBDC's Press Release-Delta State University

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## 10 Reasons Entrepreneurs Need to Believe in Themselves For 2022 (Even If No One Else Around Them Does)!

Gene Finley, WMBDC Director

**If you believed in your skills & abilities as an entrepreneur, what exactly would that do for you? What difference would it make in your business if you had an absolutely unshakable confidence in your ability to achieve anything you really put your mind to? So, I ask you, what do you want and wish for? Do you believe that change is possible? Do you believe your business can improve? Do you believe it's possible to raise the bar in your business even if the world around you pushes back against you? Everything you have in your business is a result of your belief in yourself and the belief that it's possible. When the world presents you plenty of reasons not to proceed, here are 10 reasons why you should.**

**1st- If you don't believe in yourself, who else will?**

*"A successful man is one who can lay a firm foundation with the bricks others have thrown at him."* – David Brinkley

Entrepreneurs, no one else can make things happen for you. If you don't believe in yourself, how can you expect anyone else to believe you?

If you don't believe that your organization is special, why would anyone else?

Others can help you on your business journey but you need to lead the cause and find the determination to get through.

You have to reach deep down inside to dream, plan, and execute your business. People will come and go but you are the one constant in your business.

**2nd- You are better and stronger than you think.**

Entrepreneurs, how many times have you done things you didn't know you could do until it became the only option?

You never know how strong you are until you believe in yourself. Believing in yourself opens you up to your inner powers that allow you to build your business.

**3rd- You are closer to success than you think**

*"Many of life's failures are people who did not realize how close they were to success when they gave up"* – Thomas A. Edison

Entrepreneurs, remember there's that one goal you have in mind for a long time.

You know what it takes to get there and you know examples of people who did it successfully. You should believe in yourself and go for it.

Success is found when we persevere.

**4th- It makes you stronger**

Entrepreneurs, when you believe in yourself, you know how to get through really tough situations and you know how to help yourself better.

Entrepreneurship is like a muscle, the more you experience it, the stronger you get and the more naturally it will come to you.

**5th- Every successful person does**

Entrepreneurs, the biggest difference between successful people and unsuccessful ones is that successful people are determined to make the situation work for them rather than playing the role of the victim and searching for reasons why a situation won't work.

Failure is an inevitable part of life. Even the most successful people fail, make mistakes, say or do the wrong thing at some point.

The difference is they rebound quickly and they look for the lessons in every experience. No matter how hard a situation is, there is something that can be gained from it.

The greatest leaders, entrepreneurs, actors, artists, athletes etc. all believe in themselves. They never gave up when they were faced with rejection or setbacks.

Their self-belief kept them going no matter how hard things were. People like Steve Jobs, Jeff Bezos, J K Rowling, Elon Musk are just a few highly successful people who benefited greatly from this confidence.

They were able to keep going and achieve success because of the level of belief in themselves despite the enormous amount of failure they had experienced for years leading up to their big business breakthrough.

**6th- You form positive attitude required for success.**

*"Attitude is a little thing that makes a big difference."* – Winston Churchill

Entrepreneurs, when you believe in yourself, then you become self-motivated. You are able to encourage yourself when nobody else is supporting you and so you build healthy habits required for success.

It's hard and almost impossible to convince a man with the wrong mindset that he can. Same goes for telling people with a positive attitude that they can't. It's like water off a duck's back, they've long been programmed that way.

Success is largely a result of habits and key among them is self-belief.

Believing in your business help prepare you for success.

*Believe  
in  
Yourself*

## 10 Reasons...(Continued)

### 7th- You become more willing to try new things

Entrepreneurs, risk taking is essential for success and increasingly so in a changing world like ours.

Believing in yourself gives you power to take calculated business risks or try different things that people full of doubt won't do.

This widens the realm of opportunities in your business and makes your life a lot more exciting.

### 8th- You are evolving

Entrepreneurs, everything may seem bleak at the moment but it won't remain that way for ever. Business opportunities will present themselves and you will finally master your craft. Your business will get more stable, develop revenue consistency, and grow exponentially. This is just a passing stage.

The most wonderful things happen in life. You will get business ideas and opportunities in places that never seem possible. Impossible things will become possible.

Situations are temporary. It is easy to allow a situation to become all consuming. No matter how awful your experience, it will pass.

You have to give yourself a chance to reap the rewards of business by believing in yourself.

### 9th- You inspire others

Entrepreneurs, get inspired by people who handle crisis with grace, strength and optimism. Every entrepreneur wants to know that they can get through tough situations and when they watch others get through things it gives them the boost to know they can to.

When you believe in yourself, you give

others permission to believe in themselves by showing them that it can be done.

After all, we are all in this business journey together, to maximize our opportunities and be the best small business owner we can.

### 10th- You build better relationships.

Entrepreneurs, it all goes back to the first point, if you don't trust or believe in yourself, people can't either.

Believing in yourself allows you to build deeper and more meaningful business relationships, and not ones based on insecurity or fear.

Believing in yourself also helps you set measured and realistic business goals.

-GF



# ENROLLMENT



*Ready to join us? Follow these steps.  
It's Easy!*

1

Complete the online intake form [here](#).

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2

Complete the online Questionnaire. It gives more clarity on what services you need. Fill it out [here](#).

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3

The Business Developer will contact you by email to schedule a one-on-one appointment.



## Why Referrals?

When you tell us about other women minority small business owners, we contact those women. When they enroll in the program and become our client, we celebrate you!

## What happens?

Once they enroll, you have opened the door to free advertising in our next month's newsletter and Facebook business page!

## Details, please!

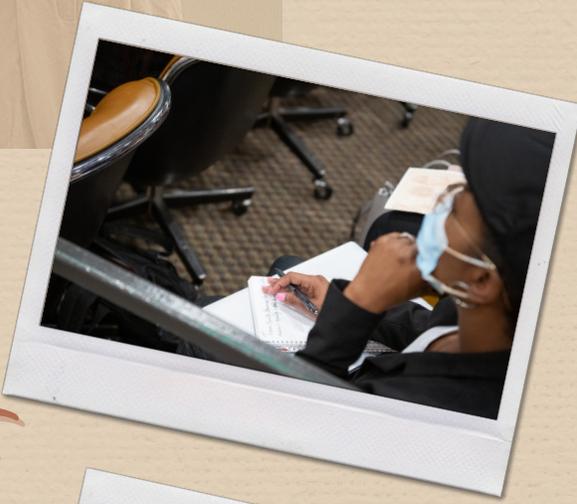
Complete the information asked on our 'Referral Form' on the 'Forms' page at [www.deltastate.edu/wmbdc](http://www.deltastate.edu/wmbdc). Send the information for your referral to us and we take it from there!



WOMEN MINORITY BUSINESS DEVELOPMENT CENTER'S

# FINANCIAL & CAPITAL ACCESS FOR WOMEN OF COLOR SMALL BUSINESS OWNERS CONFERENCE

NOVEMBER 10, 2021



## Photo Highlights





# Promote Your Small Business with us!

## TWO WAYS:

1

Let the WMBDC staff help you build your own Social Media Business page!

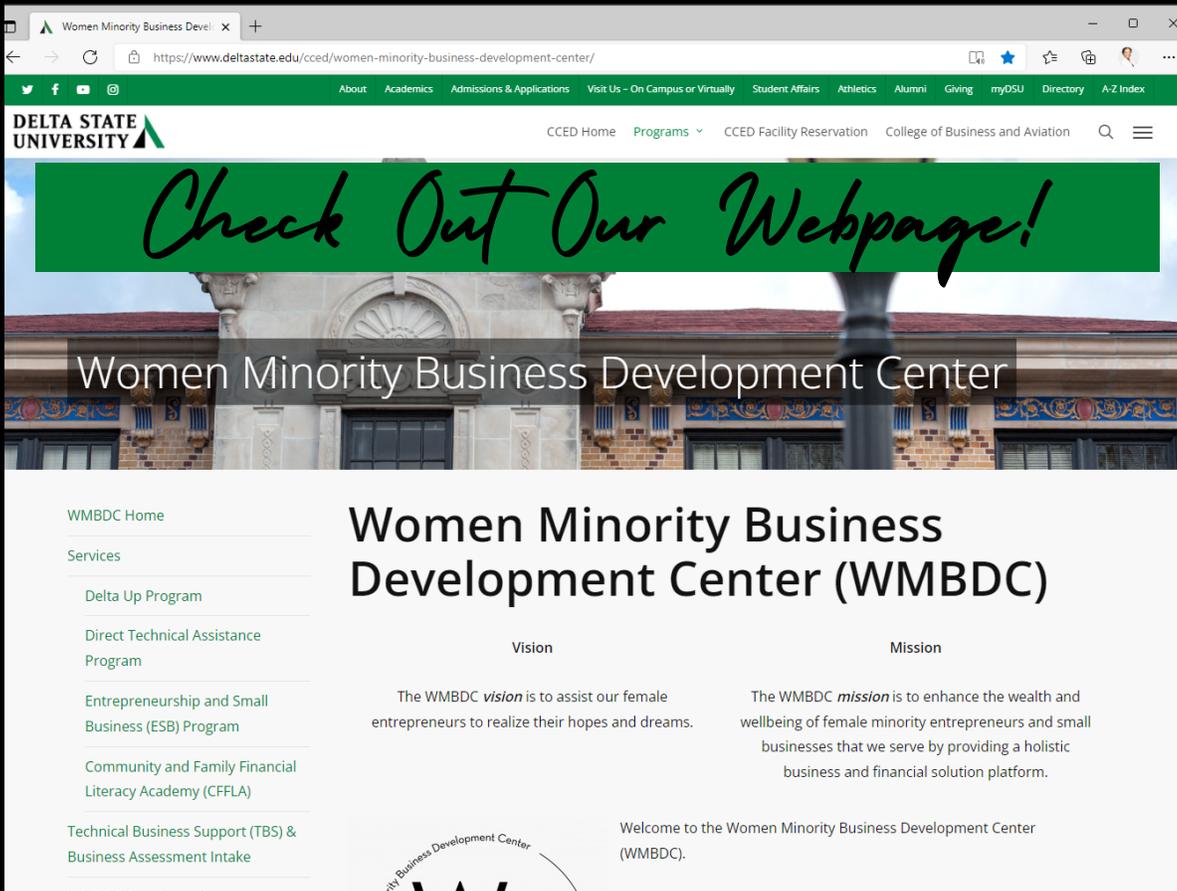
Complete the WMBDC Social Media Intake Form to help us guide your professional page.

2

Get added to the WMBDC Women in Business Photo Gallery!

Complete the Photo Gallery form as your consent to upload your picture and contact information.

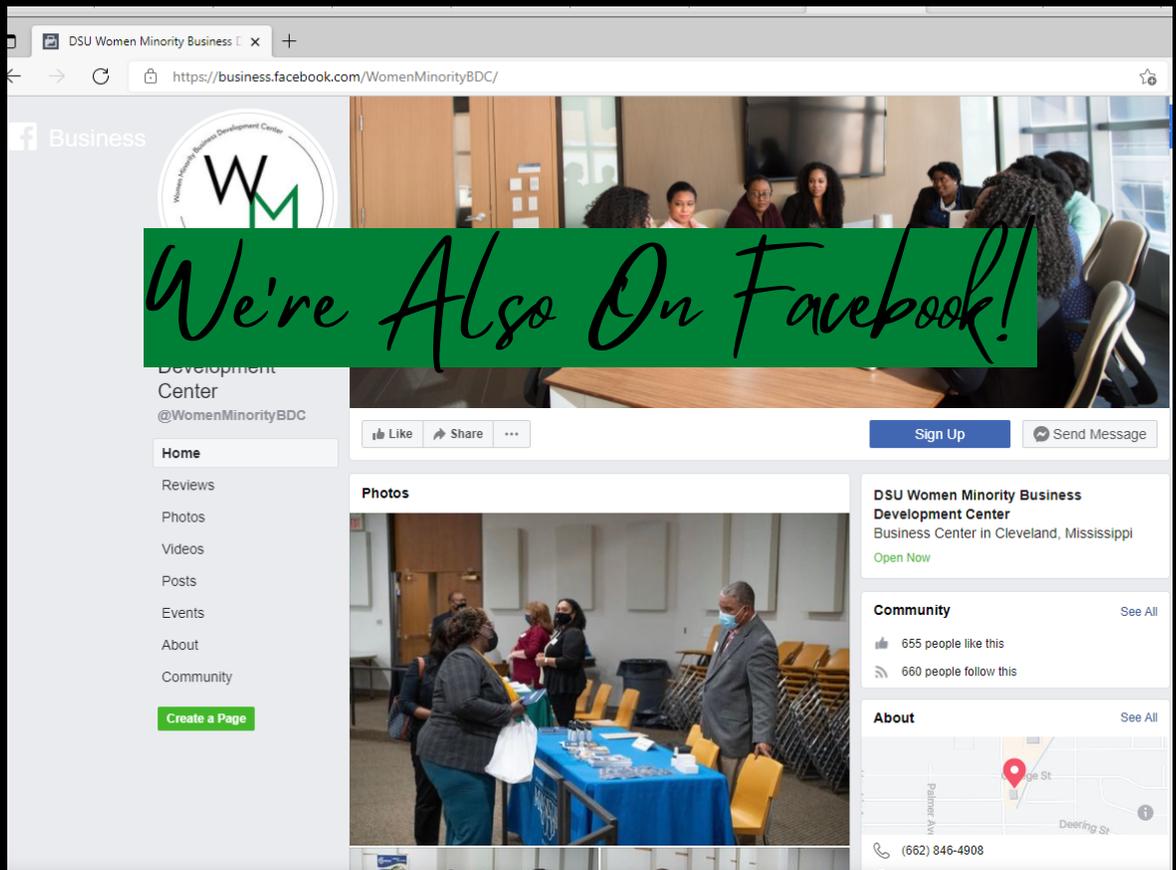
Find the downloadable forms at Forms - Center for Community and Economic Development (deltastate.edu). Contact us at (662) 846.4908.



[www.deltastate.edu/wmbdc](http://www.deltastate.edu/wmbdc)

WE'RE ONLINE!

<https://business.facebook.com/WomenMinorityBDC/>



# Meet the WMBDC Team!



**Gene Finley**

*Director*



**Leslie Cartlidge**

*Associate Director*



**ShaTerrica Moore**

*Business Developer*



**Kenish Coleman**

*Business Developer*

DELTA STATE UNIVERSITY  
CENTER FOR COMMUNITY &  
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