

WOMEN MINORITY REPORT

The Monthly Newsletter of the Women Minority Business Development Center



MINORITY & SMALL BUSINESS CERTIFICATION PROCESS WORKSHOP

Thanks to Secret Lockett, Program Manager II, Certification Officer of the Mississippi Development Authority, Division of Minority & Small Business Development, for presenting at our Minority and Small Business Certification Process virtual workshop on April 6th. We have received many thanks from our clients, many before the session concluded. They expressed their gratefulness as she broke down the information they need to apply for this certification. We look forward to a continued resource partnership with MDA!

MARKETING & SOCIAL MEDIA FOR SMALL BUSINESSES

Thanks to Jessica Starks, owner of J.D. Scribes, a content marketing company for small businesses, for presenting during our Marketing & Social Media for Small Businesses workshop on April 13th. Learning which social media applications are best for certain goals and objectives is vital when choosing the perfect program for your business. WMBDC Clients, get ready as we prepare to host more small business marketing workshops with Ms. Starks as she presents and shares her expertise that will help you promote your product or service!

Have You Completed The WMBDC Pre-Questionnaire?

- Go to our Webpage at www.deltastate.edu/wmbdc
- Click on WMBDC Questionnaire
- Complete and Submit!



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The WMBDC is supported by:





FINANCIAL PLANNING, PREPARATION, & MOCK INTERVIEWS

SESSION 3, APRIL 21ST

Thanks to Ms. Debbie Bailey and Mr. Jeremy Funchess for offering their expertise to our clients at our latest Financial Preparation, Planning, and Mock Interviews, Session 3 on Thursday, April 21st, here at the Center for Community & Economic Development. The goal for this program is to prepare clients for what is to come when they seek funding from financial institutions.

If you missed this opportunity, no worries. We won't stop there! Session 4 is coming soon!

INCUBATORS

MOVE-INS STARTING SOON

The new WMBDC Business Incubator Program is designed to offer support to clients taking advantage of the Entrepreneurship and Small Business program and seeking to further develop their products or services. Participants in the incubator spaces will have access to office space and technical assistance. Due to the scope of the area served, the program will provide incubators in the entrepreneur's service area.

Space is limited. Applicant must interview before being selected. To apply for this service, go to www.deltastate.edu/wmbdc. Please complete all forms under the title 'Incubator Forms' and email to lcartlidge@deltastate.edu.

Deadline for submission: May 13th



CLIENT TESTIMONIALS

"This program is awesome! I can't remember how I was led to the program, but I am very grateful that I was. They have helped me tremendously in so many ways in so little time! I give them 5 stars. Highly recommended!!"

Janee Jackson, Dream Queen Galore

"The WMBDC program has given me a lot of help these two weeks as a member. My business is moving in a good direction because of this program. I am very thankful for the support and network opportunities that you have provided me so far. This is an excellent service and will help promote this organization to other business owners."

Nakeitha Scott, Prosperity Billing Services

"I think the program is something that individuals interested in a small business can benefit from, staff shows interest in what you are doing or trying to do. Resources are available to help you accomplish what you are doing or trying to do."

Bobbie Miller, Community Health & Wellness Center

"Finding out about WMBDC is a dream come true. I was afraid at first, but I'm glad I decided to take that leap. This is the best decision I have made in my life. The process is scary, but I'm willing to take a chance. I'm excited to be a part of this amazing program."

Margaret Russell, WMBDC Client

WMBDC PROGRAMS

SERVICE ARE FREE

- Delta UP
 - High-Potential client leaders
- Entrepreneurship & Small Business
 - Certification/Contracting Technical Assistance
- Direct Technical Assistance
 - In-person & virtual business coaching
- Community & Family Financial Literacy Academy
 - Financial literacy for the family

FROM THE DIRECTOR'S DESK

TRY SOMETHING NEW

Early in 2020, the COVID-19 pandemic almost destroyed the fabric of small businesses. Small businesses had to modify day-to-day operations and adapt to start doing business primarily online.

Now, two years later, even as COVID vaccinations continue to battle the coronavirus, we are still trying to return to something that would resemble normal business operations. Small businesses that embraced a digital-first marketing strategy seem to be the ones that appear to be thriving in a transformed small business marketplace.

Here at the Women Minority Business Development Center (WMBDC), we've spent a considerable amount of time over the past couple of years working with small businesses to help them make the smartest use of time and employing new strategies and tools, so their businesses could thrive into 2022 and beyond. In this article, we're going to share with you my top lesson that small businesses have learned as they adapted to the new small business market.

Don't be afraid to try something new.

As my father use to tell me when we were growing up, he would say "start small and stay actively engaged". Many small businesses start out very similar. However, once their small business gets a head of steam and there's a ton of stuff on your plate every day, it's easy to get stuck in the same old routine.

Clearly, the pandemic in 2020, took away the option

of staying in familiar routines that had been working in the past. Due to the pandemic small business owners around the world became more creative and inventive in how they did business.

As we provided coaching and technical assistance services, many small businesses were "forced to restructured" resulted in finding new ways to conduct business that would benefit them now and beyond the pandemic situation. So, while you're getting used to how things have changed, be aware that they're still changing, and don't settle into a "new normal" routine. Instead, keep exploring new ideas, trying new things, and innovating creative ways that you can do business.

Talking to your customers are a fantastic source of information. They know what they like about your business the way it is now, and they also know what they'd like to see that you don't currently offer. Another great source of information is conducting surveys, and polling customers before and after sales.

The key to trying new things is to do it on a small scale. We don't suggest a complete revamping of your business (although it might have felt that way during the pandemic). What we are suggesting is a "new way" of thinking about what things you're doing now that you could potentially expand upon, how you can do those things better, and what new things you can potentially try out on a small, manageable scale.

Remember: embrace the change.

NEW FUNDING?

NEW CERTIFICATIONS?

The WMBDC has hosted several trainings and workshops designed to prepare our clients as they seek opportunities to apply for funding and small business certifications. Have you seized the opportunities lately? If so, tell us about it! We want to hear from you!

Contact your Business Developer, ShaTerrica Moore or Kenish Coleman with your great news today!

