



EDAC Marketing Awards

Project: Business Kit

Submitted by: Hastings County



Overview

- **What:** A Business Start-Up Kit
- **Why:** To make entrepreneurship accessible and engaging
- **Who:** For aspiring business owners, by Hastings County
- **When:** Launched April 2023
- **Where:** Throughout Hastings County's 14 member municipalities

What It Looks Like



HEY THERE HI
hello
HOWDY GREETINGS



HOW TO USE THE KIT
SO, YOU WANT TO LAUNCH A BUSINESS? THIS KIT WAS DESIGNED BY HASTINGS COUNTY AS A RESOURCE TO HELP YOU GET STARTED BY FIGURING OUT WHAT QUESTIONS NEED TO BE ANSWERED BEFORE YOU PUT THE SHOVEL IN THE GROUND OR THE CURSOR ON THE "PUBLISH" BUTTON. YOU'LL FIND:

KEY CONTACTS TO REACH OUT TO
 A SHEET OUTLINING WHAT STEPS TO TAKE AND NOT TO TAKE

A WORKSHEET TO START DEFINING YOUR MARKETING STRATEGY
 AN EASY TO FOLLOW CHECKLIST

WE HAVE ALSO INCLUDED SOME CREATIVE BRAINSTORMING TOOLS TO HELP YOU MOVE THROUGH THOSE MIND BLOCKS THAT WILL INEVITABLY ARISE AND FIND AN INTERESTING SOLUTION.
OUR SMALL BUSINESS COORDINATOR, CHRISTINE McLEAN, CAN HELP YOU WORK THROUGH THIS KIT AND STAY ON TRACK WITH YOUR BUSINESS GOALS. SHE WILL MEET YOU WHERE YOU ARE TO PROVIDE FREE AND CONFIDENTIAL COACHING.

READY, SET... SELL!

MIND MAP

IDEAL CLIENT WORKSHEET

DOODLE PAD



BUSINESS BLUEPRINT

VISIONING EXERCISE

BEFORE YOU LAUNCH

Notes

Hastings Christine McLean Small Business Coordinator
mcleanc@hastingscounty.com 613-391-0350



FREQUENTLY ASKED QUESTIONS

WHAT BUSINESS MODEL SHOULD I USE?

You can choose to register as a sole proprietor or an incorporation. This will depend on your business' level of risk.

DO I NEED A LAWYER?

A lawyer can help you with things like incorporating your business and creating contracts. You may choose not to work with them, but sometimes the cost is worth it in the long run.

DO I NEED A BUSINESS BANK ACCOUNT?

A business bank account is recommended to keep your finances (revenue and expenses) streamlined and easier to keep track of.

DO I NEED AN ACCOUNTANT/BOOKKEEPER?

If you don't have a financial background, a bookkeeper and accountant can help ensure that your financial health stays strong and organized, particularly when it's time to file your taxes.

DO I NEED TO TALK TO A MUNICIPAL/COUNTY PLANNER?

It is a good idea to speak with the municipality first to find out if your business is properly zoned (commercial/residential).

WHY CAN'T I SELL TO EVERYONE?

The more general you are with your marketing, the more diluted the message will be. Your offering will be easier to see and hear if you choose a specific group to target. This doesn't mean that only those people can purchase your offering!

WHAT KIND OF FUNDING CAN I GET?

There are various grants available throughout the year, often through the government. If you aren't eligible for grants, you can also apply for loans through Community Futures, Trenval, BDC, and banks. Other funding can include private investing and personal savings.

SHOULD I TRADEMARK MY BUSINESS NAME?

This is not a requirement, however you may choose to in order to protect your business name.

WHAT PERMITS/LICENSES DO I NEED?

This is specific to each industry and business. Various associations and the Government of Canada website can help you determine what is required for your business.

KEY CONTACT CHECKLIST

REACH OUT TO CHRISTINE FOR YOUR LOCAL CONTACT DETAILS.

<input type="checkbox"/> HASTINGS COUNTY SMALL BUSINESS COORDINATOR CHRISTINE McLEAH - 813-391-0360	START HERE
<input type="checkbox"/> LAWYER	<input type="checkbox"/> MUNICIPALITY ECONOMIC DEVELOPMENT/PLANNER
<input type="checkbox"/> BANK	<input type="checkbox"/> ACCOUNTANT/BOOKKEEPER
<input type="checkbox"/> FUTURPRENEUR	<input type="checkbox"/> FINANCING COMMUNITY FUTURES (NORTH) TRENVAL (SOUTH)
<input type="checkbox"/> HPE PUBLIC HEALTH	<input type="checkbox"/> INSURANCE BROKER
<input type="checkbox"/> CANADA REVENUE AGENCY	<input type="checkbox"/> BDC
<input type="checkbox"/> GRAPHIC DESIGNER	<input type="checkbox"/> MARKETING SPECIALIST
<input type="checkbox"/> CANADA'S LGBT+ CHAMBER OF COMMERCE (COLCC)	<input type="checkbox"/> ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT
<input type="checkbox"/> LOCAL CHAMBER OF COMMERCE	<input type="checkbox"/> BLACK BUSINESS AND PROFESSIONAL ASSOCIATION
	<input type="checkbox"/> LOCAL BIA

IDEAL CLIENT WORKSHEET



JOB TITLE _____

ANNUAL INCOME _____

EDUCATION _____

MARITAL STATUS _____

NUMBER OF KIDS _____

LOCATION _____

PROFILE TITLE _____

AGE _____

GENERAL INTERESTS

TYPICAL LIFE, MUSIC, SPORTS, MOVIES, HOBBIES, READINGS, ETC...

GOALS AND VALUES

ASPIRATIONS, FUTURE PLANS, PERSONAL & BUSINESS GOALS, VIEWS, ETC...

PROBLEMS AND CHALLENGES

LIFE, WORK, FAMILY SKILL - WHAT CAN YOU HELP THEM SOLVE?

SOURCE OF INFORMATION

BOOKS, PUBLICATIONS, SOCIAL MEDIA, WEBSITES, ETC...

IN 1 YEAR, I WANT TO BE...

IN 5 YEARS, I WANT TO BE...

THE LEGACY I WANT TO LEAVE...

I WANT TO BE KNOWN AS THE EXPERT...

MY IDEAL TEAM...

MY IDEAL CLIENT...

MY NEXT STEPS...

VISIONING EXERCISE

WHAT PRODUCT OR SERVICE ARE YOU OFFERING?

WHO ARE YOU OFFERING YOUR PRODUCT OR SERVICE TO? (E.G. IT'S NOT EVERYONE)

HOW WILL YOUR CUSTOMER/CLIENT FIND OUT ABOUT THE BUSINESS?

HOW MUCH WILL IT COST TO SET UP AND RUN THE BUSINESS OVER THE NEXT YEAR?

HOW MUCH DO YOU PROJECT THE BUSINESS WILL MAKE OVER THE NEXT YEAR?

WHO CREATES/OFFERS THE PRODUCT/SERVICE?

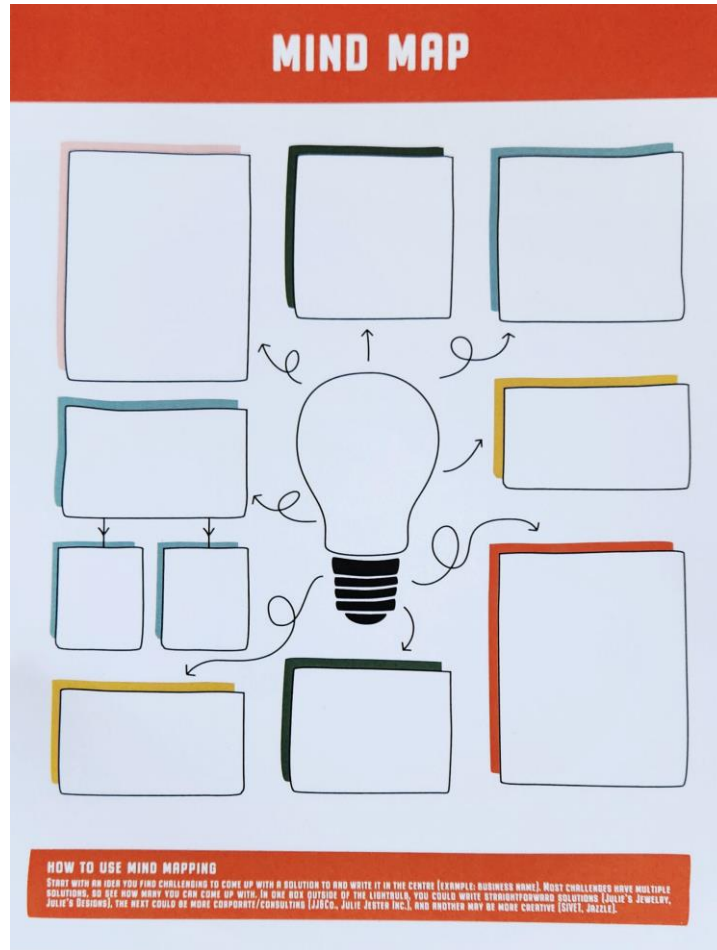
WHO WILL SELL AND MARKET YOUR OFFERING AND HOW?

WHO WILL MANAGE THE FINANCES (INCLUDING EXPENSES AND REVENUE INFLU-TO-OUT AND YEARLY)?

DO YOU HAVE THE REQUIRED PLUMBS AND LICENSES?

HAVE YOU REGISTERED YOUR BUSINESS NAME AND GST NUMBER?

BEFORE YOU LAUNCH





What They're Saying

Testimonials

"Christine's creativity makes this very approachable. It makes talking about business not so scary and daunting; although, she will make sure that you cover all of the important things. She just has this really great way of designing it out for you to see!"

- **Samantha Harris**, Owner of Our Neighbours' Farm, Tweed, ON



Testimonials

“These are fun and playful. It’s a lot of information but the colours and sections make it easy to take in. This is what a business make-over needs to be, not boring [stuff] like spreadsheets!”

- **Anonymous**, Aspiring business owner, Bancroft, ON

Testimonials

"I can't express enough how grateful I am for the comprehensive business startup kit provided by Christine McLean, the Small Business Coordinator in Hastings County.

[...] the kit has been very useful for me in my entrepreneurial journey. The advice on how to start up a business was invaluable, guiding me through the intricate process and giving me a clear roadmap to follow. The template business plan was incredibly helpful in organizing my thoughts and ensuring I didn't overlook any crucial details. Mapping my ideal client avatar became a breeze with the provided sheet, helping me truly understand and target my audience effectively.

The real gem of the kit, however, was the step-by-step launch plan presented as a creative board game worksheet. This ingenious approach made the process of launching my business not only manageable but also enjoyable. Each step felt like a rewarding milestone as I progressed towards my goal.

Overall, the Small Business Coordinator in Hastings County has done an amazing job with this startup kit. It's not just a collection of materials; it's a strategic tool that has empowered me to turn my dreams into a tangible and thriving business. I wholeheartedly recommend this kit to anyone embarking on their entrepreneurial journey – it's an investment that pays off in more ways than one.

Thank you once again for this incredible resource!"

- **Nick Empson**, Owner of Level Up, Tudor & Cashel, ON

Credits

Content Development: Christine McLean, Small Business Coordinator, Hastings County

Promotional Items: Selected by Jordon White, Marketing Coordinator, Hastings County, and provided by Sigma and Go Teamwork, Belleville, ON

Graphic Design: Shevon Segouin, Madoc/Toronto, ON

Printing: Mr. Print, Belleville, ON

Thank You!