

THE ROAD TO RECOVERY STARTS HERE.

Investing in Small Business

SUCCEED AND GROW YOUR BUSINESS ONLINE FOR FREE. [APPLY TODAY](#)



Sponsored by:

RioTinto



BUSINESS ACCELERATOR

The first step business accelerator program is a business program sponsored by Rio Tinto and supported by local corporations', businesses, and individuals to provide the growing need for assistance in the small business community.

A PROGRAM UNLIKE ANY OTHER IN CANADA

Providing full digital and marketing support and services to Canadian Businesses, the program supports them for 1 full year and assists them in weathering the challenging times faced across this country.

We help small businesses transition to the digital world. Helping businesses thrive in today's business climate and setting them up for long term success.



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“A journey of
a thousand
miles begins
with a single
step”

Proverb



2021 BC ECONOMIC DEVELOPMENT AWARD RECIPIENT





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Having corporations and governments join us is critical.

With every sponsorship, Small business across this country is given a fighting chance to survive this pandemic.

Sponsorship means:

20 businesses receive professional websites. A professional digital welcome when it is most needed.

20 businesses receive professional marketing services including assistance with designing campaigns that thrive, refining their message, their voice and building their confidence.

20 businesses receive a year of support and collaboration combined with a full curriculum to give them the tools they need to succeed.

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Participants

Participants are approved per our sponsor's requirements. Think of it as a grant, you may offer your sponsorship to aboriginal businesses, to women or young entrepreneurs. You are in control of your sponsorship. The opportunities are endless.

Each participant that is approved for the program receives:

Access to the full program (3 Step's), they may take 1, 2 or all 3 depending on their business needs and goals.

Roundtables to build confidence and business skills.

Professional promotion

1 year of marketing and business support. Lifetime access to The First Step Program.

Valuations vary from \$5,000.00 upwards to \$50,000.00

Interiors by Jill
Empowering women for real living

"Form and Function creates Harmony in Your Home"

Re-Imagine your space and ring in 2021 with a redesign.
It's easier than you think!

50% OFF
Limited to the first 6

Using New Online Technologies & a fresh new format.

DECORATING | ONE ROOM PRESENTATION AND WRITTEN REPORT

THE FIRST STEP

1



The First Step – Step 1

Participants beginning with step one will receive a professional responsive website. Upon completion of their intake application, each participant will fill out an 'onboarding' document to provide us with the information we need to design and create their website.

We will use their initial written copy as the base of the site, during the program and after completion of the branding exercises, new and improved/refined copy will replace the initial copy.

Professional website and email will be provided, domains will be provided for those that do not have one.

- | | |
|----------|-----------------------------|
| Lesson 1 | Branding |
| Lesson 2 | How to tell your story. |
| Lesson 3 | Website management basics |
| Lesson 4 | Website management basics 2 |

Roundtable: Showcase your business!



The First Step – Step 2

Social media is a critical component to success. Regardless of what market, mastering Facebook, Instagram, YouTube– it is a critical part of success.

Step 2 is all about getting social. We assist our small businesses to define their social footprint and create campaigns for them that will assist in their growth.

Social Media Ad Campaigns are included in this step. We recommend a small initial budget to ensure this step is maximized.

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|----------|---------------------------------|
| Lesson 1 | Defining your market. |
| Lesson 2 | Tools of the trade. |
| Lesson 3 | Compelling ad creation. |
| Lesson 4 | The good and the bad of reviews |

Roundtable: Evaluate your fellow participants.



THE FIRST STEP

3



The First Step – Step 3

The idea 'build it and they will come' is one of the biggest detriments to small business. To succeed, people must be able to find the business!

This step is all about taking businesses to the next level. Learning the basics of SEO and how to improve and grow rankings as well as the keys to connecting the dots through Google your business and other directories.

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|----------|--------------------------------------|
| Lesson 1 | What is SEO and how does it work? |
| Lesson 2 | Preparing your website. |
| Lesson 3 | Google your Business and Directories |
| Lesson 4 | Introduction to advanced SEO |

Roundtable: Collaboration in the community

The First Step Business Accelerator is open to all small businesses within our growing footprint. We champion diversity and celebrate our Canadian history and heritage, encouraging compassion and understanding. As business owners, we have the power to fuel change and improve relationships in small and large communities across our program.

We are proud to present our Canadians First Speaker series that will address areas that affect business owners and open communication for increased awareness and understanding. The series will focus on what is important to all of us, as Canadian business owners and provide insight and solutions to improve relations and inspire diversity and inclusion.

Our speaker's series along with our bi-monthly workshops will allow businesses to connect with others and remain engaged in building and improving our communities.

Canadians First

Speaker's Series

September 2021

Honoring Diversity in the Workplace & Marketplace.

November 2021

Playing fair online. Know your rights and how to address your customers when things get difficult.

January 2021

Mental Health Awareness. It is not just for employees.





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Sponsors receive:

Sponsorship bio page

Sponsorship recognition on all marketing material

National Press release

Community acknowledgment

Sponsorship marketing material in their community

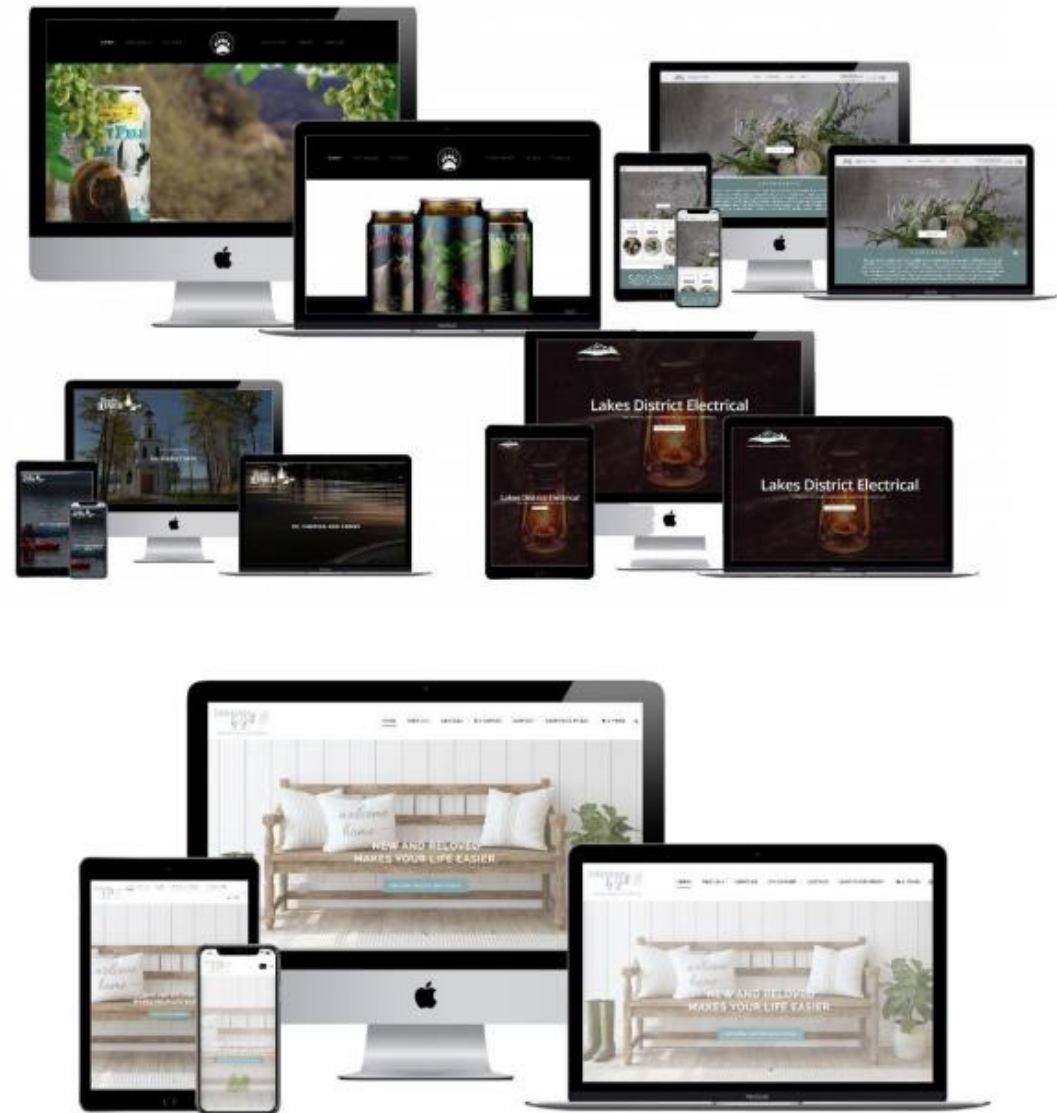
Sponsorship costs:

To bring the program to your region, a financial commitment of \$10,000.00 per 20 businesses is required.

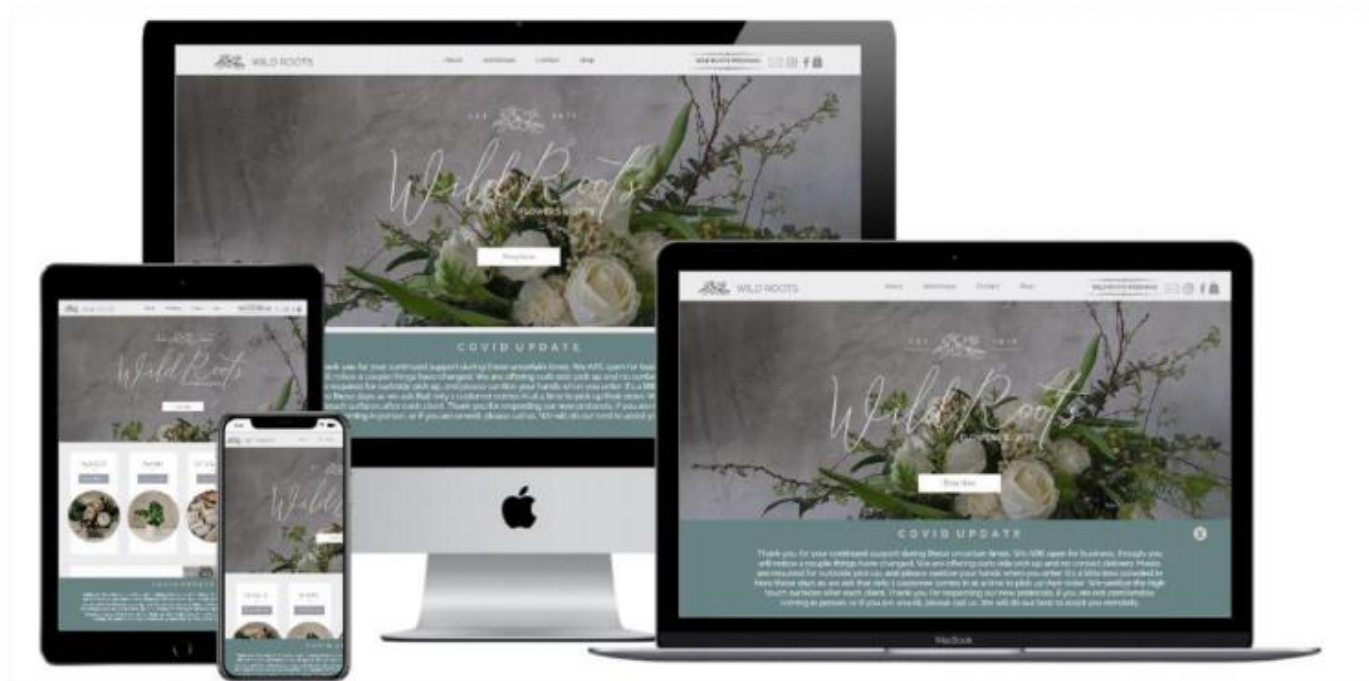
We are happy to have multiple organizations commit to that. For example, you could go into a collaboration with the Chamber or the Town/Village to fund the required contribution.

Larger corporations may bring on as many businesses, in as many regions as they would like (with the minimum being 20).

Private citizens who wish to support their communities are also welcome.



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"I wish every business in town would take this course! Angelique is knowledgeable and a great resource. The course is helpful on several levels but for me, it bridged the gap between the digital world and my business. Having a professional website and social media presence will separate your business from the hobbyists and this course will help you get there. No matter your skill or comfort level, there is value in this program. I am so grateful that Rio Tinto, The Village of Burns Lake and of course, Angelique afforded me this opportunity. Thank you, I will be sad to see it end."

-Bryanne White, Owner Wild Roots Flowers & Gifts

STRONGER TOGETHER



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The First Step Business Accelerator Program
Thefirststep.ca

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