



# **Entrepreneurship:**

## **Tools for Entrepreneurs**

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## Introduction

This document covers areas where an entrepreneur in the Greater Dalton area would need to develop awareness as they create and act on a business opportunity. The document is organized in a general sequence of events from the origination of the original business idea to the launch and operation of a business. The intent is to share things to consider and to identify resources that are available to those interested in beginning a business in Greater Dalton. There are several links in this document that are intended to provide shortcuts to resources that might be helpful. No implication of sponsorship or preference is intended by the inclusion of these references. They are provided as-is for the only purpose of saving time.

## Developing a Business (Plan)

While some business ideas are created from “Eureka” moments, the vast majority of them spring from regular observations of the frustrations of living life. It is said the idea of the iPod<sup>1</sup> was the result of Steve Jobs disappointment with portable music players. Wherever inspiration comes from, it alone is insufficient to form a viable business. That requires much more than an idea. There are several resources available to help cover all these aspects, including this document. Some references that might be valuable in developing a plan are listed on the page below. When you see a gold exclamation point in the left margin of this document (**like the one to the left**), it suggests that the nearby content is “not to be missed”.

One of the most important relationships to develop for a prospective entrepreneur in Greater Dalton is that with the local Chamber of Commerce. The Chamber offers a variety of resources and is aware of like-minded people in the Dalton area that might be interested in helping form a business or even helping to finance one.

### **Greater Dalton Chamber of Commerce**

100 S. Hamilton Street  
Dalton, GA 30720  
(706) 278-7373  
info@daltonchamber.org

[Dalton/Whitfield Chamber of Commerce Small Business Toolkit](#) - This site provides topical information about Chamber resources for starting a business in Greater Dalton. It lists some things to consider as well as some of the local contacts that can assist with forming or authorizing a business in Greater Dalton.

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<sup>1</sup> Precursor to the iPhone and iPad and one of the most important inventions of our time.



[Dalton Innovation Accelerator \(DIA\)](#) - A Dalton-based Startup Incubator, the DIA is where folks can come together to work through business opportunities. DIA offers assistance in the form of a physical space to develop ideas (office space), “wayfinding” (expertise & mentoring), and incubation services (help with forming a business idea). The DIA also sponsors the annual Pitch contest which awards a prize to an entrepreneur from a field of applicants. Follow the link to connect.

**Contact: Lauren Holverson at 706-529-8313 or [holverson@daltonchamber.org](mailto:holverson@daltonchamber.org)**

### [Service Core of Retired Executives \(SCORE\)](#)

SCORE is the nation's largest network of volunteer, expert business mentors. It is dedicated to helping small businesses get off the ground, grow and achieve their goals. Since 1964, SCORE has provided education and mentorship to more than 11 million entrepreneurs. SCORE members mentor beginning entrepreneurs as a community service at no cost!

Chattanooga SCORE  
5726 Marlin Road #515 Franklin Building  
Chattanooga, TN 37411  
Phone: (423) 553-1722

## Restaurant Development

If you plan on opening a restaurant or other food service operation (e.g., food truck), there are many special requirements that could pose significant financial surprises if not identified early in the process. To learn more about them, contact the North Georgia Health District at the Whitfield County Department of Public Health. It is best to open a restaurant in a location that was previously used for that purpose, but you still have to cover the current requirements.

### [NGHD Whitfield County Website](#)

800 Professional Blvd  
Dalton, GA 30720  
706-279-9600  
[info@nghd.org](mailto:info@nghd.org)

## Franchise Development

The next couple of links identify area resources that assist entrepreneurs in identifying and launching businesses that are franchise-based. Use them if you want to operate a franchise.

Chattanooga - [Entrepreneur's Source](#) - A service that helps identify franchise opportunities.

**Contact: Bruce Krebs - 423-875-5621**

Atlanta - [Frannet - Franchise Consultants](#) - This office is based in Atlanta and provides assistance with franchise opportunity selection in Georgia. Being in Atlanta they may not be as knowledgeable about market fit or site selection as more Dalton-based folks may be, but they can help work through franchise options and find a fit with your skills and intent. They are paid by the franchise operations they broker so their services are free to you.

**Contact: Leslie Kuban - Georgia Market President - 855-738-0651**



[State of Georgia Guide to starting a Small Business](#)

This site provides resources at the state level for how to go about the process of starting a business in Georgia. The site includes many references to documents created by the University of Georgia's Small Business Development Center (the next link).

[The University of Georgia's Small Business Development Center \(SBDC\)](#)

This site provides information about the resources and educational programs offered by the University System of Georgia to develop expertise in small business and entrepreneurship. Most services are free to prospective entrepreneurs within Georgia.

The SBDC offers a variety of services including training & consulting for: Accounting & Finance, Planning a Business, Access to Capital, Miscellaneous FREE Resources for Small Businesses in Georgia, Marketing, Procurement, Managing a Business, Legal & Compliance, Business Training, Applied Research, Minority Business and International trade.

The two offices near Dalton are:

### ROME

901 N. Broad Street Suite 320  
Rome, GA 30161  
Phone: 706-622-2006

### KENNESAW

KSU Center – Suite 500  
3333 Busbee Drive  
Kennesaw, GA 30144  
Phone: (470) 578-6450

[UGA's SBDC Online Resources](#)

This page collects a vast array of resource links that provide specific assistance on certain topics. There are dozens of references available that cover various phases and aspects of starting a business. You will need to follow the link to see what is available to you.

### [The Tennessee Small Business Development Center](#)

This page has a collection of resources published by the Tennessee SBDC. The Tennessee SBDC tends to provide more templates than the Georgia SBDC. This includes a [comprehensive business plan workbook](#) and other guides.

### [United States Small Business Administration Guide to Starting a Business](#)

This website provides 10 Steps to take when starting a business. Much of those steps are already covered in this document, but this site offers some federally-funded resources for small businesses.

## Writing the Plan

However, you go about the process, the formation of a business idea is a process of its own. It is probably best to let an idea “ripen” rather than run with the first thought of a product or service.

Do some homework to sharpen the idea before spending significant time developing it. A number of otherwise-great ideas fall on the “cutting room floor” at this point in the process because the target market is insufficient to sustain the business, the necessary technology isn’t available, production isn’t economically profitable, the product or service won’t scale well, or some other reason. It is best to realize these limitations before investing substantial time, effort and money in an idea.

The last section identified a range of resources that are helpful in understanding the approach to assessing a business’s viability. Once the research is done, you are ready to capture the result in a business plan document. The resources below help form that plan. The business plan not only helps you understand more clearly how your business will operate, it will become the foundation for gaining support from others, such as bankers, that might be important in getting your business off the ground.

 [US Small Business Administration \(SBA\) Guidance on Business Plans](#) - This site has some basic plan templates that are good places to start when building a plan from scratch.

## Business Planning Software:

[Live Plan Business Planning App](#) - Live Plan is an app that helps work through the process of building a business plan. The app assists in creating the finished document as well.

Alternatives to Live Plan are:

[iPlanner.net](#), [Bizplan](#), [Business Plan Pro](#)

There is a course on Entrepreneurship that is available through the Educational Enhancement program available at the college. You do not have to be a student to participate in Educational Enhancement.

## Assessing the Target Market / Market Research

While space heaters and ice are certainly viable products, if you're going to sell them, be sure your market is large enough to make a profitable business. Space heaters would not do well in Death Valley, CA<sup>2</sup>, but might do *very* well in Verkhoyansk, Russia<sup>3</sup>. Don't learn only after you've launched a business that there is actually a very small market for your product or service. Small business development organizations at the federal, state and local levels can be helpful sources of information that can be important in understanding the potential scale of your business. This is an area that you need to get right. Many businesses fail simply because there are not enough customers to keep them viable over time.

 [Federal - US Small Business Administration Content on Market and Competitive Assessment](#)

This is a page that covers the process and provides links to some reference material. It includes links to data that are free to use.

[State/County/Local US Census data](#)

This page provides breakdowns of US Census data by geography. It includes the ability to summarize by state, county, or city (only cities with more than 5,000 residents).

[Local - Dalton-Whitfield Joint Development Authority Demographic Information Site](#)

Summary Dalton-Whitfield information.

[The University of Georgia's Small Business Development Center \(SBDC\)](#)

This site provides information about the resources and educational programs offered by the University System of Georgia to develop expertise in small business and entrepreneurship.

Most services are free to prospective entrepreneurs within Georgia.

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<sup>2</sup> Recognized as the hottest place to live on Earth

<sup>3</sup> Arguably, the coldest city on Earth

For assistance with market analysis, **contact:** [Nora Guzman - UGA SBDC](#) and use the resources above.

### Assessing the Competition

If you are fortunate to have a product or service that is not yet offered in your target market, your primary concern will be simply reaching potential customers and having enough of them to sustain your business. However, if the product or service is already being sold, you're going to have to also be clear why those potential customers would want to do business with you rather than the competition. This is called "differentiation" and it is essential to being able to compete with others who offer similar products or services. You might differentiate on price, service or quality (including "features"), but you will need to be clear to yourself and to your customers what you offer that the other guys don't. The competitive "trifecta" is to offer a better quality product with better service at a lower price. Do all these things and you *will* win--at least until someone comes along to do it better. The ability to perform the trifecta is rare so most businesses focus on being better at one or two dimensions such as cost and service. Whatever your intent, you have to state what it is and deliver on that promise.



The Greater Dalton Chamber of Commerce maintains a [Business Directory](#). This is a searchable list of many of the businesses in the area. It can be a starting point to identify existing businesses with whom you may compete, or who may assist your business as a supplier or a customer.

It's also a good idea to check search engines such as Google and social media outlets like Facebook to see if the keywords that define your business produce business results in your area. In other words, do a Google search on the product you intend to offer and see what you get. If there are no results, you may have the luck to be the first to offer a product or service in your area.

There are a great many online resources in today's market, but one of the most potent methods, especially for local businesses, remains word-of-mouth. Ask around to see if anyone knows where to find your potential product or service in the area.

### Scenario Planning

In this step, you conduct a number of what-if scenarios to virtually test whether your business is going to be able to generate a profit. If you want to be more certain than a "virtual" test can prove, move on to "prototyping" the business below.

Using demographic data, as well as things like traffic data at your proposed location, try to determine how much traffic the business might see. Doing this well requires not being overly

optimistic or overly pessimistic about traffic and target market size. If you're selling a product that will be needed once a month, such as air filters for example, each household will only purchase one per month. If there are 2,000 households and some percentage of them will buy filters elsewhere, how many can you count on? Maybe 10% or 200? Remember, this is scenario planning so you can run multiple models. It may be the business will see ten items sold each day in a 30-day month for 300 units per month. If the items have a sales price of \$10 and a cost of \$4, you "clear" \$6 on each item for a total of \$1,800 per month. From this \$1,800, you have to pay all your bills and provide a salary for yourself and your employees. OK, this is just an example. We're not launching that particular business so we're not having to get by on \$1,800 per month so don't freak out ;)



The **Pro Forma** is a document that lays out a "most likely" projection of the business and its financial potential. The Service Core of Retired Executives ([SCORE](#)) provides a [good template](#) and instructions for how to do this.

For help with a Pro Forma, **contact the Wayfinding team at the [Dalton Innovation Accelerator \(DIA\)](#).**

## Prototyping

If at all possible, create and circulate samples of your product or service and collect feedback from actual potential customers before launching a business in scale. Planning on a restaurant? Prepare some of the dishes and visit events in Downtown Dalton to provide samples. The things you learn will help ensure you have more success in the actual execution of your business as you prepare to start full operations. Changes in the product or service that resolve likely complaints could be the deciding factor in the sustainability of your business. If these defects are in your product or service when you begin scaled operations, you'll disappoint a lot of customers and they may abandon your business--never to return. Prototyping and testing the market can prevent this.

[A brief overview of prototyping from IDEO](#)

Dalton State College has a Focus Group Room (Observation Room) in Gignilliat Memorial Hall. This room can be used to "blindly" monitor how customers interact with your product or service. Contact - Marilyn Helms - [mhelms@daltonstate.edu](mailto:mhelms@daltonstate.edu)

For help with prototyping, **contact Lee Phillips at [Lee@optilink.us](mailto:Lee@optilink.us)**

The Georgia Centers of Innovation (COI) are the state's leading resource for facilitating business innovation. Through the assistance of the five centers, Georgia companies translate

new ideas and technologies into commercially viable products and services to better compete in the global marketplace.

For help with prototyping and manufacturing, **contact David Nuckolls at 404-962-4130**

### **Planning to Scale the Business**

Too many entrepreneurs make the mistake of placing this task in the “Ongoing Operations” phase only to learn it’s too late at that point to make the needed adjustments.

Plan to scale the business before launch so you will consider things like structural issues or supply chain scale issues before they become serious problems for your business.

Dalton State College’s Wright School of Business is willing to assist with this process.

Suggested Contact:

Dr. Marilyn Helms with Dalton State College - [mhelms@daltonstate.edu](mailto:mhelms@daltonstate.edu), 706-272-2600

### **“Go” or “No Go”**

Your decision to move forward needs to be crystallized after you have completed the work of ensuring your business is viable. It is very important to avoid allowing some bias to cloud your vision here. Rely on the opinions of others as much as your own gut to decide if the business will succeed. Since there are at least five main reasons new businesses fail, be sure to consider them in your plan. They are listed below:

- There is no market need for the product or service
- The operation ran out of cash
- Business did not have the right team
- Competitors provide a better product, service, quality, etc (outcompeted)
- The business had pricing or cost issues

Once you decide to proceed, you’ll need to “buy, build or borrow” accounting, banking and legal services. Buy, build or borrow means hire someone (buy), train someone (build) or borrow someone (outsource) for these services. Regardless of how you do it, it will be important to have the “ABC” relationships (Attorney, Banker, CPA) to help keep your business safe and profitable. You may also need part time human resource and IT expertise if your business is large enough.

For details on potential “ABC” partners. See [Business Services](#).

### Acquiring Sponsors and/or Investors

The general difference between sponsors and investors is that sponsors provide loans and investors acquire “equity” or partial ownership in the business. Once you repay a sponsor their relationship with the business usually ends. However, the relationship with an investor is ongoing unless you purchase their equity interest. The terms of an equity relationship are negotiated at the time the relationship is established. Local banks can be a source of investment capital for well-qualified applicants, or you can find local venture capitalists. You will usually need a well-developed business plan to secure funding from these sources. You may also find that these sources want to loan the money under the terms of a personal loan and not to the start-up business directly.

Here are a couple of Federal resources on the funding step.

[US Small Business Administration Guidance on Calculating Startup Cost Requirements](#)

[US Small Business Administration Guidance on Funding](#)

In the Dalton Area, connect with the [Chamber of Commerce](#) or the [Dalton Innovation Accelerator](#) to locate currently active investors.

Access to Capital for Entrepreneurs (“ACE”) - Zab Mendez - 706-260-6212

<https://aceloans.org/>

### Startup Planning

When you begin planning to start a business, there are several areas you need to spend some time determining how to arrange operations in order to remain compliant with the legal and regulatory environment in which you operate. These are covered in this section.

### Naming Your Business



It can seem unimportant [what your business is named](#), but there are things to consider about how the name will be received in your market. It’s also necessary to learn whether there are any legal restrictions on using your desired name.

It is advisable to use a name that communicates what your business does without having to be accompanied by a lengthy explanation. The more effort required to explain the business, the more all your marketing activities will cost. So, select an effective name to save time and money! There is often a desire to build your name or your family’s name into the business’ name. While this is OK, it can be a limiting factor should you ever decide to sell the business to

someone else. They would most likely want to change the name and this might disrupt business flow. That situation is avoided if you don't tie the business to your name.

In today's digital world, you also have to consider how your business name will work into things like Internet domain names (e.g., [www.yourbusiness.com](http://www.yourbusiness.com)), social media pages (e.g., [Facebook.com/yourbusiness](https://Facebook.com/yourbusiness)) and things like search engines and digital ad engines. There are further references to these things in the marketing section.

Beyond the name, you should decide whether you to [create a "tagline", "slogan" or "motto"](#) or some other device that will be used often in your advertising and marketing. Consider Nike's "*Just Do It!*" or Dunkin' Donuts "*America Runs on Dunkin'*". Will such a term be important for your business?

It might also be good to consider the [creation of a logo](#). A few you'll certainly recognize are in the margin. Logos are a handy iconic reminder of your business that can be included on business cards, literature, signage, gift cards, coupons, etc. They are especially important if your business' name is long.



Business names, slogans, taglines, logos, etc may all be subject to trademarks or copyright. It is important to check with your lawyer on how to stay safe when selecting new components of your business' "character". It is also very important to get these decisions made early since branding a business with all these elements becomes expensive when you consider the costs of letterhead stationery, signage inside and outside the business, business cards, marketing collateral, social media branding, etc. You don't want to replace all that if you can avoid it so settle these things before getting all the materials made.

Local newspapers, radio and TV contacts might be able to help find effective marketing resources. Some of them might be able to help with branding, naming and adding character to your business. A list of contacts for them is included in the section on Area Contacts at the end of this document.

## Choosing a Location



Real estate professionals often like to point out that the three most important factors in the value of real estate are "location, location and location". There is a very good reason for this: it matters--a lot! Placing a business in the wrong location can be a primary cause for its eventual failure. As an example, a restaurant located ten miles from any residential or business properties might struggle...unless it's very, very good. A party venue nestled between two noisy pubs might not do so well. You get the idea--[choose a good location](#).

The [Dalton Whitfield Joint Development Authority](#) is a resource to help with location planning. The [Dalton Innovation Accelerator](#) can also provide assistance in this area.

Advice might also be found through local commercial real estate agents.

## Choosing when to Open

Depending on your product or service, there may be a good time to open, less appropriate times and even a bad time. For example, it would not be good to launch a federal tax service business in May because you just missed the bulk of the tax season. A hot drink business might do best in the winter months and opening an ice cream shop in January might not be the best idea. It is important to consider the “sweet spot” of when your business will have its greatest chance of succeeding in the early days. A good choice here can make the difference between building solid momentum and not being able to pay early bills.

In addition to the resources available with the [Georgia Small Business Development Center](#), Dalton State College’s Wright School of Business is willing to assist with this process.

For help with launch timing, **contact Dr. Marilyn Helms with Dalton State College - [mhelms@daltonstate.edu](mailto:mhelms@daltonstate.edu), 706-272-2600**

## Business Services



This section identifies some of the most likely services your business will need. These include legal, accounting, and other services. The Chamber of Commerce maintains a directory of members that is organized by business type that might be helpful in finding other services not listed in this document. That directory may be found at the link below:

[Dalton/Whitfield Chamber of Commerce Member Directory](#)

The services your business needs may be bought (hire someone to do them full-time), built (train someone), or borrowed (pay someone external to do them as needed). Which method you use will depend on the service mix and scale for your business.

Some common services that are usually “borrowed” are listed below.

### Legal (Attorney)

S Corporation, Partnership, Limited Liability Corporation??? Defining the structure of a business is critical to understanding the legal ground on which it operates. Different structures

have varying legal requirements and consequences. Due to this complexity, you should engage an attorney to assist in defining the legal structure of your business.

Once you have the structure settled, you'll have to work through the processes of properly registering your business with local, state and federal agencies.

Some legal resources available from the Internet are listed below. Consider them as reference resources, not legal advice. You will need to use an actual attorney's assistance when dealing with legal matters. There can be no room for errors that could jeopardize your business.

[LegalZoom](#) - Website that helps work through the legal process.

[LegalZoom comparison of LLC, C & S Corporations](#)

[LawDeport.Com](#)

**Dalton** does not require business licenses, but does require an Occupational Tax Certificate for Occupational Tax purposes. The process is described at this [City of Dalton Link](#).

**Whitfield County** does not have a business license requirement. However, there are permitting requirements and zoning restrictions. Contact the [Dalton-Whitfield Joint Development Authority](#) for assistance.

The **State of Georgia** requires businesses to be registered. There are also tax, employer rules and other considerations. The details are summarized at this [Georgia Small Business Administration site](#).

**Federal** tax rules require that you have a Federal Tax ID # (aka EIN). Check out this [Federal SBA link for EIN details](#). The site also covers considerations for state and local registration items at [this link](#).

## Insurance

Insurance issues for businesses are generally more subtle and challenging than for individual insurance. Business have additional types of liability and may need protection from cyber threats, fraud, business disruption, economic downturns and other sources of risk not as common in personal insurance. Therefore, identifying a commercial insurance provider that can advise you on these risks is an important step.

## Accounting (CPA) and Bookkeeping

As with legal issues, accounting and bookkeeping have a number of pitfalls of which you must be aware. Unless you happen to be one, securing the services of an accountant will be

important. Rather than attempt to explain the details of why, we'll provide [this commentary from Hal Shelton<sup>4</sup>](#) on whether you should hire an accountant.

### Realtor

Usually, you might only need a Realtor when you select a location for your business, but there may also be times you need to consider expanding or relocating a growing business. For this and other reasons, it's a good idea to maintain a relationship with a realtor. The local [Chamber of Commerce](#) can be helpful in finding a realtor.

### Human Resources

If you are going to have employees, you are going to have a range of requirements related to them. If you don't have a background in human resource law and practices, you'll need some guidance on this.

Human Resource related services include things like:

- Insurance (medical, dental, vision, worker's compensation, etc.)
- Payroll (payment processing, tax withholding, benefit plan administration, etc.)
- Talent management (recruiting, incentive plans, performance assessments, training programs, etc.)

You can contact the [Northwest Georgia Chapter of the Society for Human Resource Management \(SHRM\)](#) for assistance and to connect with area HR experts.

Suggested contact:

Kathy Coker, President of the SHRM Chapter  
706-428-7668, kcoker@trcc.com

### Developing the Supply Chain

Some businesses learn too late that they can't get the necessary components of their operation in the scale, the timeframe or quality they need. Develop a plan for how you ensure you get enough components at the right pace and with the right quality. Having a Plan "B" is important here. If you're fortunate enough to have sudden success, you'll need to be prepared to meet demand or frustrated customers could go somewhere else. You'll need to know where you'll get the raw materials of your business, how you'll get them to your business location, and how you will store them. Dalton State College's Wright School of Business is willing to assist with this process.

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<sup>4</sup> Hal Shelton is the author of "[Secrets to Writing a Successful Business Plan](#)"

Suggested Contact:

Dr. Marilyn Helms with Dalton State College - [mhelms@daltonstate.edu](mailto:mhelms@daltonstate.edu), 706-272-2600

## Business Launch



Launching a business usually needs to be more than “hanging out a shingle”. Unless you have a location “to die for” and a product or service that everyone needs, it will be difficult for your business to be found by prospective customers if they don’t connect with something that tells them you exist. It is also important to generate “buzz” as your business opens to help reach a profitable level as soon as possible. Setting a date and building a marketing plan that leads up to a grand launch can help create that buzz.

Of course, there is a “dark side” to grand launches: you will need to be on your game or your first customers might be annoyed by the experience. That’s certainly not the impression you want to leave. If you do, many of those customers may never come back. As a result, you have to plan very well for opening day. Do your best to determine what the customer traffic might look like, how much prep will need to be done beforehand and how much staff will be needed to meet demand. While many folks can give you advice on this, you are ultimately responsible for correctly predicting how opening day will go. Take your time and do this well. Better to launch a bit later and to not deliver a flop.

## Launch Marketing

Launch marketing is a little different than general marketing. You want to develop an excitement for the arrival of a new, necessary and satisfying business prior to the launch. The hardest thing about marketing is finding the marketing channels that actually reach your target consumers. While many consider age-old methods such as radio, tv, newspaper, direct mail, cold calling and billboards to be passé, they might be appropriate for your market. Also consider community bulletin boards in venues frequented by your potential customers (e.g., churches, restaurants, schools, etc). More modern methods include digital billboards, social media, mobile marketing, browser-based Internet advertising and website marketing. Website marketing can be on category-facing websites (ones that are about your product or service) that you don’t own as well as on your own web properties.

You’ll want to build excitement leading up to the business launch. It might be a good idea to create a community event that attracts people to the business or at least the area in which the business is located on the launch day. Do things that are newsworthy to get free TV and radio coverage on or near opening day. In the city of Dalton, work with the Downtown Development Authority.

As you build your marketing program, consider whether and how to structure and time elements such as [loyalty programs](#) (that reward repeat customers), [sales](#) (that offer discounts off normal prices) and [promotions](#) (that encourage purchases of specific products).

Be sure you are visible online! Register your business by claiming accounts or profiles on [Google](#), [Bing](#), [Apple Maps](#), [Facebook](#), [Four Square](#), [LinkedIn](#), [Open Table](#), [Trip Advisor](#), [Yahoo](#), [Yellow Pages](#), [Yelp](#) and others as appropriate.

Consider how you use advertising and marketing channels such as Facebook or Google advertising, direct mail, billboards, radio, TV, street signage, or word-of-mouth. By the way, **YOUR MOST IMPORTANT CHANNEL IS WORD-OF-MOUTH**. Happy customers talk!!! So do unhappy ones. Be sure the right kind walk out the doors of your business!

## Marketing resources

### [Canva](#)

Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. The app includes templates. The platform is free to use and offers paid subscriptions like Canva Pro and Canva for Enterprise for additional functionality.

### [MailChimp](#)

MailChimp starts with free plans and scales up to paid versions that provide marketing tools that span email, social media and websites.

### [HubSpot](#)

A bit more comprehensive, HubSpot has free plans and paid plans for marketing, contact management, sales and customer service roles.

### [Hootsuite \(social media\)](#)

Hootsuite is a tool for managing a business' presence on Social Media. From finding prospects to serving customers, Hootsuite helps you do more with your social media. You might also consider these [Hootsuite alternatives](#).

### **Dalton Marketing Contacts:**

Jamie Jones at the Daily Citizen  
[jamiejones@dailycitizen.com](mailto:jamiejones@dailycitizen.com)

Patty Scoggins at North Georgia Radio Group



## Entrepreneurship: Marketing and Tools for Entrepreneurs

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Tom Phillips or Mario Miller at WTTI (Hope Broadcasting, Inc.)  
706-673-2222 - [hope933@wttiradio.com](mailto:hope933@wttiradio.com)

Lucas Payne at WDNN-TV  
[lpayne@wdnntv.com](mailto:lpayne@wdnntv.com)  
(706) 278-9713

Alison Gerber is the Editor of the Chattanooga Times-Free Press, but she lives here in Dalton  
423-757-5408

Additional advertising/Marketing resources are listed in the [Dalton/Whitfield Chamber of Commerce's Directory](#)