



Thank you for your interest in partnering with Melinda F. Emerson and the SmallBizLady brand. Below you will find a list of brand offerings for 2014. Some of the opportunities may require a custom proposal for your campaign. Lets us know about how we can help you build an emotional connection with small business owners.

Sincerely,

-- The Emerson Team



# biography

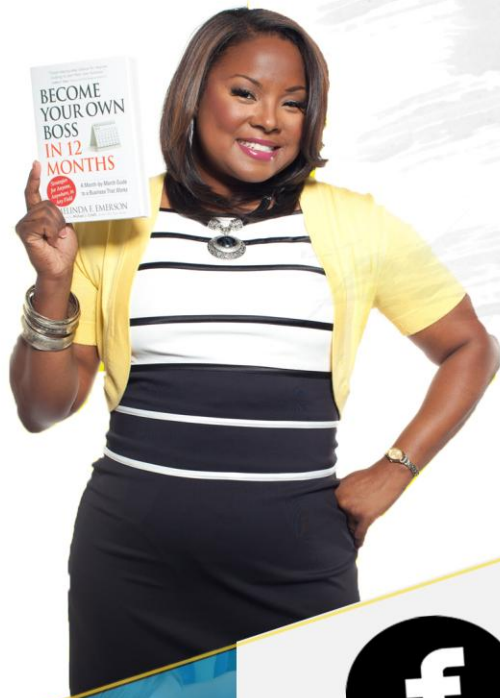
Melinda F. Emerson, SmallBizLady, is America's #1 small business expert. Her expertise includes small business start-up, business development and social media marketing. As CEO of The Quintessence Group, Melinda leads a consulting company that helps Fortune 500 companies develop effective strategies to engage small business customers. She is a weekly columnist for the You're The Boss blog for the New York Times. She publishes a resource blog, [www.succeedasyourownboss.com](http://www.succeedasyourownboss.com), which is syndicated by the Huffington Post and hosts a weekly talk show on Twitter called #SmallBizChat for today's entrepreneurs. She reaches 3 million small business owners weekly on the internet. Forbes Magazine named Melinda Emerson #1 Woman for Entrepreneurs to follow on Twitter.

She is also the author of the best selling book "Become Your Own Boss in 12 months; A Month-by-Month Guide to a Business That Works" and the ebook How To Become a Social Media Ninja; 101 Ways to Dominate Your Competition Online.


In 2012, she founded the Melinda F. Emerson Foundation for Small Business Success. [www.melindafemersonfoundation.org](http://www.melindafemersonfoundation.org).

Melinda is deeply committed to causes that support minority and women business owners, historical preservation and organ and tissue transplant education. Melinda is a proud graduate of Virginia Tech.

# REACH



- America's #1 small business expert for small business start-ups, business development and social media.
- Forbes Magazine named Melinda Emerson #1 Woman for Entrepreneurs to follow on Twitter
- Weekly NY Times Columnist, You're The Boss Blog
- Total Internet reach: [3 million](#) entrepreneurs weekly

  
4,300

  
5,700

  
8.5k

  
25k

  
250k  
@smallbizchat

### **Option #1- National Spokesperson Package**

- ✓ Melinda will serve as a brand ambassador to draw her loyal fan and followers to your brand.
  - ✓ Conduct media interviews on behalf of the brand and appear in ads.
  - ✓ Promote special customer events
  - ✓ Speak at live events sponsored by the client
  - ✓ Talk on video about the brand
  - ✓ Participate in tweetchats and drum up social media engagement around the campaign or product.
  - ✓ Sponsor/Partner may utilize approved brand on the website and in all media around the campaign.
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### **Option #2- Single Engagement Package**

- ✓ Onsite appearance on behalf of your brand
- ✓ Keynote, moderate or participate on a panel to help entrepreneurs learn to develop their market and/or utilize social media more effectively.
- ✓ Videotape Ms. Emerson's appearance and utilize up to 7 minutes of her signature content for promotional purposes.



## #Smallbizchat Sponsorship:

- The largest and longest running tweetchat on Twitter for small business owners
- Average reach 2.5 million twitter accounts and generates more than 5 million impressions
- Hosted on @SmallBizLady handle on Wednesday nights
- Guest Entrepreneurs encourage peer-to-peer mentioning
- Invite sponsors to suggest small business experts or customers as guests
- Receive four sponsored tweets during the program with links to a bundle deal or coupon
- Free giveaways from sponsors

## Branded Tweetchats:

- Tweetchat to promote your brand.
- interview Ms. Emerson or have her facilitate the chat as the host.
- Tuesdays or Thursdays are the best days to do branded tweetchats.
- Any tweetchat with Ms. Emerson must be scripted in advance.

## Sponsored Social Media Posts:

Ms. Emerson has a vast social media footprint. Ten sponsored posts at \$450 per tweet on any content the client wishes to promote. All tweets are subject to approval by Ms. Emerson.



***Live Audio Interviews and Webinars:***

- Access to a library of slide decks on topics to support small businesses.
  - Option to develop new topic areas for corporate webinars.
  - 30-45 minutes of content
  - 15 minutes for live QA from small business owners
  - Interviews by brand managers
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***How to Videos/Podcast Interviews:***

In-house mini TV studio, and production capabilities to develop:

- 60-90 second “how-to” videos
  - 3-5 minute audio interviews or podcasts about small business topics
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***License Existing Content:***

Over 750 pieces of content published on Melinda Emerson’s personal blog since 2009.

- 98% of this content is evergreen, and would add value to your SMB audience on a corporate blog.

### **Sponsored Blog Posts:**

Ms. Emerson invites brands to sponsor content on her blog [succeedasyourownboss.com](http://succeedasyourownboss.com). The content can be provided to by the brand to Ms. Emerson, or she can write a post about your brand product in her own words on the Tuesday as a sponsored post. Social media promotion of the content is included with this opportunity.

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### **Content Development:**

Ms. Emerson develops original content for corporate blogs. Content areas include start-up, marketing, business growth and social media marketing. Ms. Emerson will also develop custom eBooks, which she will license to customers for limited use. ***Social media promotion of the content in not included in the fee for content development.***

**Product Development:**

Consult with the client to develop new product lines and bundles. Developing strategy for targeting small business customers and women business owners in particular.

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**Ideation session facilitation:**

Ms. Emerson is often brought in to work directly with brand insights, marketing and small business segment teams to provide frontline knowledge of the small business customer and facilitation.





## The Melinda F. Emerson Foundation

Each year the Melinda F. Emerson Foundation, a 501(c) 3 organization sponsors Reinvention Weekend, a one-day conference that provide workshops and group mentoring for free to 125 women entrepreneurs per event. The conference is being held in 2 or 3 additional cities in 2014. Sponsorship opportunities are available:

- Product giveaways and sampling
- Client speaking roles are available
- Sponsor scholarships for executive education
- Sponsor training materials for non-profits and schools who want the Become Your Own Boss curriculum.



## WE'D LOVE TO HEAR FROM YOU

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To book Melinda F. Emerson for your next entrepreneurial event contact:

KAREN HARCUM

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Brands interested with partnering with Melinda Emerson:

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[sponsors@melindaemerson.com](mailto:sponsors@melindaemerson.com)

(212) 903-1175

