



November, 2019

Shawn Hessinger - Executive Editor
Small Business Trends, LLC
15275 Collier Blvd #201-367
Naples, FL 34119

Dear Mr. Hessinger:

HELP US HELP YOUR AUDIENCE!

(Our Special Offer (Below): Your Wish is Our Command!)

“BRAND BUILDING for Small Business” is the name of a new blog designed specifically for the members of your audience. Produced by two experienced communications professionals (Carole Mancuso – <https://brandbuildingforsmallbusiness.com/carole-mancuso/> – and Bob Thomas – <https://brandbuildingforsmallbusiness.com/bob-thomas/>), this blog aims to provide practical, Do-It-Yourself advice about creating a brand identity from the bottom up. Expect simple, straightforward tips that can be executed by a single person or a small group on a very tight budget.

Our topics include some of the most basic branding considerations that have to be addressed in getting started:

[Build vs. Buy](#)

[Build: Where to Begin](#)

[The Beginning – What’s in a Name?](#)

[The Beginning – Design Your Own Logo](#)

[The Beginning – The Role of a Brand Style Guide](#)

Plus, we address a wide variety of other key building blocks needed when creating your own brand. As a relatively new resource, we can also offer your audience one other big advantage over other, similar resources – we will consider addressing specific topics upon request, figuring your audience is best positioned to tell us the subjects we need to be covering.

Upon visiting our blog at www.brandbuildingforsmallbusiness.com, you will discover that we illustrate by doing – actually using the building of the brand for our blog as part of the process of communicating the ease with which each step can be accomplished. For example, we build our logo, write our mission statement, draft our style guide, etc. along the way. Reusable templates are provided whenever and wherever applicable.

From you, we would like to make a simple request that we believe will be in the best interests of your constituents. Please place a link to our blog on your web site. If you wish to further promote this resource to your audience, so much the better. If we can be of any help in doing so, just ask because we are very excited about the prospect of partnering with you.

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Sincerely,

Carole Mancuso and Bob Thomas



November, 2019

Rebecca Corbin, Ed.D. - President & CEO
National Association for Community College Entrepreneurship (NACCE)
1 Federal St. Bldg. 101
Springfield, MA 01105

Dear Ms. Corbin:

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November, 2019

Leah Deppert - Director of Marketing & Communications
National Association for Community College Entrepreneurship (NACCE)
1 Federal St. Bldg. 101
Springfield, MA 01105

Dear Ms. Deppert:

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Cara Boyer - Content Director
StartupNation
34300 Woodward Ave
Suite 200
Birmingham, MI 48009

Dear Ms. Boyer:

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Jeff Sloan - Co-founder
StartupNation
34300 Woodward Ave
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