**Notes from David Brodwin Session**

@ CAMEO Annual Meeting, June 22, 2011

**Target Audiences**

* Communities and organizations MDO’s work with
* Funders/Donors
* Policy Makers – economic development, legislators, WIBS
* Small Business owner
* General public
* Media
* Business people
* Bankers

**Competition for Attention**

* Politician self-interest (short-term vision)
* Ignorance
* Busy agendas
* Alternative programs
* Tax Credits, business attraction: traditional economic development solutions
* Micro: we’re different, new and scary
* Small
* Pay-to-play system
* Stereotypes of small business owners – not necessarily relevant to solution
* Private enterprise funds itself
* Lower taxes
* Access to capital
* Deregulation
* Market-based solution
* Metrics don’t match
* Duplicative

Audience + Competition 🡺 Broaden the definition of who we want to help

**Picking one audience type: Moderate Republican – free marketer – what would he/she care about**

* ME works in a competitive market – e.g. elder care, auto mechanic, salons, etc aren’t being subsidized
* Value of training
* Independent
* Benefits of market – local competition a la Humboldt
* Innovation: HP started in a garage
* I am business growth
* Self-employment – new labor market trend
* Business start-up growth
* Small business owners are conservative; 2/3 are Republicans
* We are Americans
  + This is what we do
  + Rebuild and compete at the global level
  + Individuals fulfill destiny
  + Awaken the sleeping giant
  + ME: where freedom rings in the market

**Want policy makers to understand**

* Economic Impact
* Job creation
* Jobs stick and are local
* Tax revenue
* Good for district
* Good for investment
* Patriotic
* Stay in office
* They can be the hero
* Link our success with their success
* ME is a solution, is hopeful, creates opportunity
* ME takes unemployed and turns them productive
* Not a handout

**RADIO SPOT SCRIPTS Samples**

***Steve Jobs Spot***

Did you know that the American Dream is alive in California and in your neighborhood? ME#1 will keep your American Dream alive in California.

I’m Franco. I got laid off. Now with the help of my ME organization, I wrote a business plan and I have my own business installing solar windows. Next year my start up plan is to hire my first employee, like Ana.

I’m Ana from Goat Cheese Farm. My husband and I now have 5 employees. I got a business loan from my local ME organization to grow our business to 10 employees in the next 3 years like Marissa.

I’m Marissa. I started a home healthcare services business from my home 10 years ago. Now we have 52 employees. My ME organization assisted me in developing a marketing plan to serve 4 counties. Now investors are approaching me to invest in my model nationwide.

I’m Steve Jobs. I support ME#1. I started as a very small business innovator and now… Well you know the rest.

Call your legislators to vote Yes on ME#1

***Priceless Spot***

I am Mary Williams of Mary’s Catering. In 2006, I almost lost my business, but I was glad to find a micro enterprise assistance organization. With training and a small loan, I’ve hired 3 people and I’m lving my dream.

Amount of taxes invested to support Mary’s training and finances: $5,342.50

Amount of tax revenues from Mary’s business this year alone: $23,600.00

Amount Mary’s smile is worth when she’s done with a catering job: Priceless.

Vote yes on AB2763. Support the California Dream and grow our economy.