



# Small Business Toolkit

## Email Outreach / Newsletter Template

*Turnkey content with clear CTAs to drive customers into financial education topics through email marketing.*

### CONTENT

**Subject line:** Get growing with your small business

**Preview text:** How to expertly manage your business' financial growth

Hi **[CONTACT.FIRSTNAME]**,

Did you know that 46% of all small business owners use personal credit cards for their business? No matter where your business is on its journey, it's important to know your options for business banking.

Whether you're a scrappy startup or expanding an established business, there are many different types of credit based on your unique needs. In fact, small businesses have the opportunity to leverage exclusive competitive advantages through business banking services.

But where should you begin? Start by familiarizing yourself with the factors lenders will consider regarding your loan application. That way, you can ensure you're putting your best foot forward.

# EVERFI



We're here to help you gain the confidence you need to expertly manage your business' growth and maximize your potential - explore our Small Business courses and get important information on:

- Developing your business plan **[DEEP LINK]**
- How to obtain and use your business credit **[DEEP LINK]**
- Understanding your business financial statements **[DEEP LINK]**
- Your exclusive business banking options **[DEEP LINK]**

**[CTA] Start growing my business**

Explore our full library of financial education topics at: **[everfi.InstitutionFi.com]**.  
(Or insert a custom message or CTA about your Financial Education Initiative here.)

**Have questions?** Feel free to reach out to us at **[INSERT / LINK EMAIL ADDRESS]** -- we're always here to help.