



BUSINESS DEVELOPMENT WITH PURPOSE

[EXTERNAL - 3rd PERSON]
Communication Guide

Standard Messaging For Public Use



UPDATED

MARCH 2023

Standard Org-Wide Messaging

To promote Livelihood NW as a whole organization in outreach, at events, and in marketing material.

General Livelihood NW Pitch (with bullet points)

Livelihood NW provides free and low cost professional business support services throughout Oregon and SW Washington. They offer a continuum of support to businesses in all industries, at all stages from pre-startup to scaling and growth. Their services are centered around breaking down barriers and addressing the wealth gap for underserved populations, specifically low-to-moderate income individuals, BIPOC, women, and the LGBTQ+ community. Services are available in both English and Spanish and include:

- One-on-one in-depth technical assistance
- Business advising
- Workshops, trainings, & cohort learning
- Bookkeeping setup & training
- Resource navigation & referrals

General Livelihood NW Pitch (paragraph format)

Livelihood NW provides free and low cost professional business support services throughout Oregon and SW Washington. They offer a continuum of support to businesses in all industries, at all stages from pre-startup to scaling and growth. Their services are centered around breaking down barriers and addressing the wealth gap for underserved populations, specifically low-to-moderate income individuals, BIPOC, women, and the LGBTQ+ community. Services are available in both English and Spanish and include one-on-one in-depth technical assistance, business advising, workshops, trainings, cohort learning, bookkeeping setup & training, resource navigation and referrals.

Quick Pitch

Livelihood NW provides free and low cost professional business support throughout Oregon and SW Washington, in English and Spanish. They support businesses in all industries and stages of growth, prioritizing underserved populations, specifically low-to-moderate income individuals, BIPOC, women, and the LGBTQ+ community.

Quicker Pitch

Livelihood NW provides free and low cost business support throughout Oregon and SW Washington, in English and Spanish. They support businesses in all industries and stages of growth, prioritizing underserved populations.

Quickest Pitch (under 140 characters)

Provides support to small businesses throughout Oregon and SW Washington, in English and Spanish prioritizing underserved populations.

Alt. Quick Pitch

Livelihood NW provides a continuum of free and low cost business support throughout Oregon and SW Washington, in English and Spanish. They support businesses in all industries and stages of growth, prioritizing underserved populations.

Specialty Messaging: Food & Bev Industry

Livelihood NW supports the Oregon food & beverage industry through industry specific cohort trainings and learning, as well as one-on-one advising customized to each business's unique challenges, needs, and opportunities. Their professional business advisors work with a wide range of food & beverage companies from home-based startups, to bars, restaurants, small farms, and food brands scaling regionally or nationally.