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Business Lending News

## CELEBRATE SMALL BUSINESS SATURDAY NOVEMBER 26th - REACH OUT TO YOUR LOCAL SMALL BUSINESSES!!

*"What helps people, helps business."*

*Leo Burnett, 20<sup>th</sup> century advertising icon*

*One of Time Magazine's 100 most influential people of the 20th century*



### **Think Big. Shop Small.® Promoting Small Businesses Helps Your Business.**

Thanksgiving: a day we give thanks for our blessings and celebrate the one day we don't think about our diets. Well, not much. On Friday, we shop. Then there's Small Business Saturday®. Celebrated this year on Saturday, November 26<sup>th</sup>, Small Business Saturday helps kick off the holiday shopping blitz. Shopping small: What a great way to stimulate your local economy - and to walk off calories from Thanksgiving dinner!

Small Business Saturday became "official" with recognition by the U.S. Senate in 2011. On its website, the SBA encourages everyone to join with the agency and local organizations to support local small businesses.

### **Don't Just 'Talk Turkey' - Plan for Yearlong Small Businesses Outreach.**

Leo Burnett - the advertising icon who created Tony the Tiger, Charlie Tuna, the Maytag Repairman and slews of others - knew something about business success. It goes without saying that America's small businesses need more than one good day a year to survive. Small Business Saturday gives your organization opportunity to reach out to small business owners in your customer base and the small businesses in your community.

Better yet, follow up Small Business Saturday with events and communications about SBA loans and the agency's resources to help small businesses. Even better, consider including SBA and business lending in your strategic planning for 2017 and beyond.

SBA lending is a great opportunity to expand your customer business lending portfolio. For your existing customers, a small business loan gives them one more reason to stay with you. For new customers attracting them with a business loan could lead to a long-term relationship. Good for local businesses! Good for your business!!

Just getting started? Expanding your SBA program? J.R. Bruno & Associates can help make SBA lending easy and profitable! [Contact JRB](#)

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