



Promoting Initiate to Entrepreneurs

Best practices for integrating Initiate on your company website.

Best Practices:

1. Include the **Initiate Logo** which can be downloaded from the [Knowledge Base](#).
2. Embed or link the [Initiate Introduction Video for Learners](#).
3. Don't forget to mention that Initiate is available in **Spanish** and **mobile friendly**.
4. Provide an **email signup form** or a **staff member's contact information** so that they can reach out for an invite to Initiate.
5. **Highlight the benefits** Initiate provides to business owners. Feel free to borrow any of the example verbiage below. Examples:

WEB OPTION 1

Running a business means wearing every hat — and Initiate is here to help you wear them well. Built specifically for business owners like you, Initiate zeroes in on what actually moves the needle: money, marketing, and management. No fluff, no filler — just practical tools you can use right away. And since your schedule doesn't look like anyone else's, Initiate works on your time, at your pace. Ready to get started? Reach out to your advisor today.

WEB OPTION 2

Your business deserves more than guesswork. Initiate is your online learning platform packed with interactive tools, templates, videos, and guides — all built around what matters most to entrepreneurs: money, marketing, and management. Explore resources, track your progress as you grow, and learn whenever and wherever it works for you. Your business, your pace, your path forward.

WEB OPTION 3

Every entrepreneur knows the feeling: too many priorities, not enough hours in the day. That's exactly why Initiate exists. Built specifically for business owners like you, Initiate is an online learning platform packed with interactive tools, templates, videos, and guides — all centered on the three things that matter most to your business: money, marketing, and management.

No generic advice. No one-size-fits-all courses. Just practical, real-world resources you can put to work immediately — whether you're refining your budget, building a marketing plan, or leveling up how you manage your team.

Explore over a hundred resources at your fingertips. Track your progress as you grow. Learn from anywhere, anytime.

Ready to get started? Contact your advisor today and unlock everything Initiate has to offer.

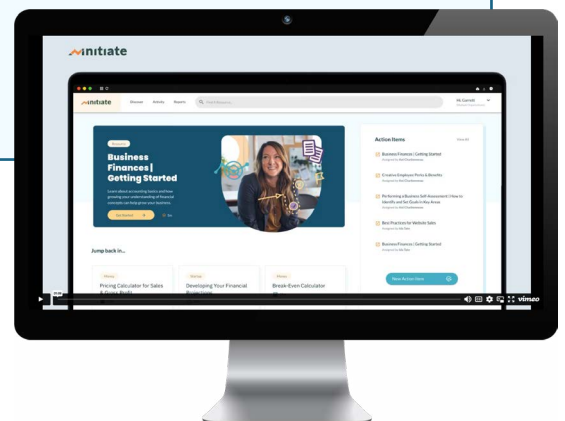
SOCIAL MEDIA OPTION

Running a business is hard enough — learning how to grow it shouldn't be.

Initiate puts money, marketing, and management know-how right at your fingertips — with tools, templates, and videos built for entrepreneurs like you.

Learn anytime, anywhere, at your own pace.

Contact your advisor and get started today!



initiateprosperity.org