

DIGITAL EMPOWERMENT

EQUIPPING ENTREPRENEURS

Main Street America and GoDaddy are teaming up to provide digital empowerment to business owners around the U.S. Through Empower by GoDaddy, we equip entrepreneurs in communities with training, tools, and peer networks to help small businesses establish and improve an effective digital presence. We are excited that you have indicated a desire to participate in this initial launch and invite you to join us in sharing this opportunity with your small businesses and emerging entrepreneurs.



WHAT'S INCLUDED

The following is included at no cost to businesses:

» **Course content designed to provide you with relevant digital commerce education and training - when you need it. At your own time and pace.**

- o Creating Your Digital Branding
- o Design a Great Website
- o Creating Content
- o Search Engine Optimization
- o Email Marketing
- o Creating Your E-Commerce Presence
- o Mastering Social Media
- o Building Sales and Customer Service Experiences

» **Business coaching/mentorship**

Through the Empower platform you have access to a business coach through the [MicroMentor program](#).

» **Blogs and other learning resources**

» **Discounts on e-commerce related products**

HOW TO GET SIGNED UP

There are two ways you can participate:

1. Go to the Empower/Main Street America sign-up page at godaddy.journeyage.com/mainstreet/login#signUp.
2. Provide your email address to your local Main Street Program who will provide a list of interested businesses to Main Street America. Each interested business will receive an individual invite with a username and password to get started with the learning platform.



In partnership with
Empower
By  **GoDaddy**