

Focus on your future.

Wherever you are in life, whatever challenges you may face, BB&T is committed to helping you move toward a brighter financial future. That's why we have chosen to partner with Operation HOPE, a nonprofit organization that provides community-based

financial literacy resources to those working to secure their future. Together, through a series of workshops and one-on-one counseling sessions with a trained Operation HOPE counselor, you'll discover your dreams may be closer than you think.



Program Options

The **Technical Assistance Program** will match business owners one-on-one with a trained Operation HOPE counselor. They will help establish your goals & needs, review your credit report, business plan and financials, and provide assistance through referral programs. If you feel you need more personal attention to your business needs, this private consultation can help.

The **Entrepreneurial Training Course** is a 12-week program that will supply entrepreneurs with simple, practical information as well as feature a variety of guest speakers to help them succeed. Topics will include evaluating feasibility, selecting a business name, conducting market research, advertising, securing startup money, types of distribution channels and where to access capital. Each participant will complete a business plan by the end of the course. If you're looking for the advanced skills you need to succeed in small business, this course is for you.



Workshop Summary

In the Small Business Workshop, taught by a trained Operation HOPE counselor, you'll learn the basics of building your own business.

Following completion of the Small Business Workshop, you can choose to advance your business skills through an in-depth program or schedule a private consultation for more personal assistance.

At the Small Business Workshop, you will learn about:

- Advantages and disadvantages of business ownership
- Questions to consider when starting a business
- What you will need to start a business
- Components of a business plan
- How to access startup funding



Be the boss.

Many people dream of owning and running their own business. But building a business takes time, effort and the tools to succeed. Most importantly it takes a plan.

The Small Business Development Program is designed to inform and help those wishing to start and run their own business. After attending the Small Business Workshop, participants may enroll in either the Entrepreneurial Training Program or the Technical Assistance Program.



How to Sign Up

If you (or someone you know) are interested in participating in the Small Business Development Program, please speak with the Operation HOPE representative at the HOPE Inside at BB&T Bank, or call (404)861-1152.

Our Commitment



BB&T is committed to helping you reach your goals by understanding what you are trying to achieve and providing the tools that get you closer to where you want to be.



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Invest in yourself.

BB&T and Operation HOPE have partnered to provide free financial literacy programs that help you take control of your money.

