

Delivering SUCCESS



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U.S. Small Business Administration, U.S. Postal Service Announce Internet Tools for Entrepreneurs

WASHINGTON — The U.S. Small Business Administration and the U.S. Postal Service today unveiled a new internet tool for small business owners, designed to deliver business solutions to entrepreneurs.

“Delivering Success,” an online video-on-demand resource of successful entrepreneurs, is a nationwide partnership with the Postal Service to provide small business owners with invaluable information through video interviews that are both accessible and convenient for entrepreneurs.

The Delivering Success video interviews, online at www.sba.gov/deliveringsuccess, chronicle the experiences of successful entrepreneurs from around the country, offering guidance and sharing insight on the road to success. The video interviews provide key information on the ingredients of small business success, including an overview of business basics, resources to help with business plan development, small business friendly financing, business promotion, and planning and research.

The premier launch of Delivering Success took place in Washington, D.C., with Warren Brown, owner of CakeLove bakery and Love Café, and host of the Food Networks Sugar Rush. Brown is one of the highlighted small business owners featured in the video interviews. Brown shares his successes and personal take on the entrepreneurial spirit.

“Small businesses are the backbone of the nation’s economy, and the SBA wants to do everything we can to encourage entrepreneurship and provide business solutions and resources that are readily available,” said SBA Administrator Steven C. Preston. “That is why we have partnered with the U.S. Postal Service highlighting successful business owners to share their wealth of knowledge and business experience.”

The Postal Service has made it even easier for small business owners to quickly find what they need at a single, online location – USPS.com/smallbiz. The site offers pricing comparisons for shipping options, tools that include supplies, printing desktop postage and requesting free package pickup. Post Offices across the country will host “USPS.com Week” events March 12-16 to show consumers and small business owners the quick, easy, convenient way to do business online.

“We are working harder than ever to offer solutions to the challenges faced by today’s small businesses,” said Rod Devar, manager of advertising and promotion, U.S. Postal Service. “This partnership with the SBA and the ability to reach small business owners at a time that is

convenient for them is one more way the Postal Service is reaching out to meet the needs of its customers.”

Entrepreneurs have round-the-clock access to the video interviews at the SBA website, an ideal start-up tool for budding entrepreneurs and business owners. Other highlights of the Delivering Success video interviews include a business reality check, techniques to take a business to the next level and the top 10 tips to get a business started and keep it growing.

Small businesses drive the U.S. economy—they create 70% of the new jobs and represent more than half of our non-farm private GDP. They drive a tremendous amount of the innovation in the country; small “patenting firms” produce 13 – 14 times more patents per employee than their larger competitors do.

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An independent federal agency, the **U.S. Postal Service** is the only delivery service that visits every address in the nation, 146 million homes and businesses, six days a week. It has 37,000 retail locations and relies on the sale of postage, products and services to pay for operating expenses, not tax dollars. The Postal Service has annual revenues of \$73 billion and delivers more than 46 percent of the world's mail volume.

The **U.S. Small Business Administration**, established in 1953, provides financial, technical and management assistance to help Americans start, run and grow their businesses. With a portfolio of direct and guaranteed business loans and disaster loans worth more than \$45 billion, SBA is the nation's largest single financial backer of small businesses.