

*BDCI APRIL 2024*

# NEWSLETTER

*Welcome to BDCI's monthly newsletters, tailored specifically for Micro, Small and Medium Enterprises (MSMEs) in Jamaica.*



## **IN THIS NEWSLETTER YOU WILL FIND:**

- **ENTREPRENEUR BINGO (PRINTABLE)**
- **BEST CRMS FOR SME'S**
- **UCC BDCI STARTING A BUSINESS 101 WORKSHOP**
- **AI TOOLS FOR SMALL BUSINESSES TO MAKE TEAMS MORE EFFICIENT**
- **THE BEST CHATGPT PROMPTS FOR STARTING A BUSINESS**
- **7 BEST FREE AI TOOLS FOR DIGITAL MARKETING**
- **WE ARE HIRING - ACCOUNTING CONSULTANT**



**FOR MORE OF OUR NEWSLETTERS:**

[WWW.BDCI.CO](http://WWW.BDCI.CO)



# ENTREPRENEUR BINGO

by: Illana Griffo



*It's easy to feel alone when you quite literally work by (and for) yourself. Sometimes it feels like NO ONE ELSE could have possibly been experiencing what you're going through, because they didn't share about it on Social Media, but I'm here to tell you that YES, I've been threatened by clients, YES, I've charged too little, YES I've spent the day working from the couch, YES I've experienced the highs and the lows of being an entrepreneur, a boss, and a small business owner.*



[Read More](#)

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**[DOWNLOAD THE BINGO PRINTABLE HERE!](#)**

*You are NOT alone. We need to start talking about this! Download the PDF to play along, and then throw a dance party because YOU JUST WON BINGO! The prize is that you feel less alone, have a little fun searching through the gifs, and now... you should probably get back to work.*



THE BEST CRMS FOR

# SMALL BUSINESSES

MIGUEL REBELO - ZAPIER.COM



CRM	Best For	Standout Feature	Pricing
<a href="#"><u>Vtiger</u></a>	An all-in-one solution	Highly customizable modules	\$12/month
<a href="#"><u>Flowlu</u></a>	An affordable all-in-one solution	Invoicing and finance features	\$4.87/month
<a href="#"><u>Zoho CRM</u></a>	Scaling your business	Powerful AI and wide range of features	\$20/month
<a href="#"><u>HubSpot</u></a>	Building a content-rich business website	Content marketing workflows	\$30/month
<a href="#"><u>Capsule</u></a>	Managing projects	High visibility over tasks	\$21/month
<a href="#"><u>Freshsales</u></a>	A simple CRM	Part of a broader Freshworks suite	\$18/month
<a href="#"><u>folk</u></a>	Simple, ultra-personalized emails	Contact enrichment feature	\$24/month
<a href="#"><u>Kommo</u></a>	Multi-channel sales	Supports multiple configurable pipelines	\$15/month
<a href="#"><u>Salesmate</u></a>	Phone and SMS outreach	Customizable screen layouts	\$29/month
<a href="#"><u>NetHunt</u></a>	Managing your Gmail inbox	Supports chatting on multiple channels	\$30/month
<a href="#"><u>Zapier</u></a>	Building your own CRM	Automation-first mindset	\$19.99/month

# STARTING A BUSINESS 101 WORKSHOP

Available Spring 2024  
Courses



Starting a Business 101 Workshop  
For Entrepreneurs & their Staff

Date	Time	Title
May 2 & 6	6-8PM	BUSINESS IDEATION
May 7 & 8	6-8PM	BUSINESS PLAN WRITING
MAY 13	6-8PM	MARKET TESTING
May 9 & 21	6-8PM	PITCHING FOR INVESTMENTS
MAY 14 & 15	6-8PM	SALES AND CUSTOMER SERVICE FOR MSME's
MAY 16 & 20	6-8PM	WEBSITE DESIGN
May 22 & 27	6-8PM	FUNDRAISING & PARTNERSHIP
May 28 & 29	6-8PM	TEAM BUILDING

**Course Costs:**

1 Course	\$6,000.00	8 Courses	\$54,000.00
	\$4,500.00	Bundle Cost	\$38,000.00
3 Courses	\$18,000.00		\$30,000.00
	\$14,500.00		\$24,000.00

Contact Us:

 [bdci@ucc.edu.jm](mailto:bdci@ucc.edu.jm)

 876-906-3000

See website for payment details @ [bdci.co](http://bdci.co)

The Starting a Business 101 Workshops are short courses covering the fundamentals of launching and running a business or start-up, navigating the process with less friction, and capably turning your ideas into a viable product.

All courses are offered individually or bundled, except for the e-commerce sessions, which are only provided as a bundle. There is also an option for participants to access all workshops in the series.

Read More On Our Website Now:

<https://www.bdci.co/starting-a-business-101-workshop/>

**Recordings  
on Sale Now!!  
\$3000**

For more Information  
**[bdci@ucc.edu.jm](mailto:bdci@ucc.edu.jm)**  
**906-3000**  
**ext: 4111, 4095**



# STARTING A BUSINESS 101 WORKSHOP BUNDLES

FEBRUARY - MAY 2024

## Investor Preparedness Bundle

This course covers the essentials such as how to develop a marketable plan, build a team, prepare to pitch and raise funds.

[Register Now](#)

[Read More](#)

## Financial Preparedness Bundle

These course recordings cover the essentials such as cash flow management, handling your taxes and preparing for tax season, analyzing financial statements and accounting systems.

[Call or Email us to get yours now!!](#)

## Business Marketing Bundle

This course covers the essentials such as cash flow management, handling your taxes and preparing for tax season, analyzing financial statements and accounting systems.

[Register Now](#)

[Read More](#)

Business Development & Consulting Institute

START A BUSINESS 101 WORKSHOP FOR ENTREPRENEURS AND STAFF

### INVESTOR PREPAREDNESS BUNDLE

Date	Time	Title
MAY 2 & 6	6-8PM	BUSINESS IDEATION
MAY 7 & 8	6-8PM	BUSINESS PLAN WRITING
MAY 9 & 21	6-8PM	PITCHING FOR INVESTMENTS
MAY 22 & 27	6-8PM	FUNDRAISING & PARTNERSHIP
MAY 28 & 29	6-8PM	TEAM BUILDING

**Early Bird Special Ends April 26, 2024.**

Individual Course: \$4,500.00  
Full Bundle Cost: \$30,000.00  
Early Bird Special: \$24,000.00

Business Development & Consulting Institute

START A BUSINESS 101 WORKSHOP FOR ENTREPRENEURS AND STAFF

### FINANCIAL PREPAREDNESS BUNDLE

**Courses:**

- TAXATION AND COMPLIANCE
- RECORD KEEPING AND BUDGETING
- COSTING, PRICING AND ROI
- UNDERSTANDING FINANCIAL STATEMENTS
- INTRODUCTION TO ACCOUNTING SYSTEMS

Email Us: [bdci@ucc.edu.jm](mailto:bdci@ucc.edu.jm)  
Call: 906-3000 ext: 4111, 4095

Individual Recording: \$3,000.00  
Full Bundle Recording: \$15,000.00  
**Get Yours Now!!**

Business Development & Consulting Institute

START A BUSINESS 101 WORKSHOP FOR ENTREPRENEURS AND STAFF

### BUSINESS MARKETING BUNDLE

Date	Time	Title
APR 10	6-8PM	DIGITAL MARKETING
APR 11	6-8PM	SOCIAL MEDIA MONETISATION
MAY 13	6-8PM	MARKET TESTING
MAY 14 & 15	6-8PM	SALES AND CUSTOMER SERVICE FOR MSME's
MAY 16 & 20	6-8PM	WEBSITE DESIGN

**Early Bird Special Ends April 26, 2024.**

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# ECOMMERCE BUNDLE

## Start A Business 101 Workshop Amazon Bundle

Date	Time	Title
APR 15, 2024	6-8PM	Online Ecommerce: Introduction
APR 16, 2024	6-8PM	Online Ecommerce: Amazon
APR 18, 2024	6-8PM	Online Ecommerce: eBay
APR 22, 2024	6-8PM	Online Ecommerce: Getting Started

**Cost: \$55,000.00**



This introductory course teaches participants the fundamentals of starting and running a successful business on Amazon and eBay as a reseller, manufacturer or distributor. Course topics include optimizing listings for increased sales and decreased advertising costs, knowing what to sell, how to source it, and the processes involved in shipping orders.

This course features four main courses to get you ready to go:

- Online Ecommerce: Introduction
- Online Ecommerce: Amazon
- Online Ecommerce: eBay
- Online Ecommerce: Getting Started

Read More On Our Website Now:

<https://www.bdc.i.co/starting-a-business-101-workshop/>

**Kickstart your  
Amazon Career!**

**Register Now!**

# AI TOOLS FOR SMALL BUSINESSES

BY MAHIMA DUA



AI Tool	Standout Feature
<a href="#"><u>Lavender.ai</u></a>	Fixes the email copies, Provides data-backed insights
<a href="#"><u>MarketMuse</u></a>	On page optimization, Domain analysis
<a href="#"><u>Upmetrics</u></a>	400+ sample business plans, AI business plan assistant
<a href="#"><u>Phrasee</u></a>	Automated Experimentation - A/B/N Testing, Drives more clicks
<a href="#"><u>Crystal Knows</u></a>	Personality insights (Like, values and preferences.), Email integration
<a href="#"><u>InsideSales</u></a>	Analyzes customer data, Provides real time insights
<a href="#"><u>Zia by Zoho CRM</u></a>	Lead scoring, lead qualification & lead nurturing, Data enrichment
<a href="#"><u>Sniper AI</u></a>	Decreased hiring cost & time, Improves recruiter productivity
<a href="#"><u>ChatGPT</u></a>	Virtual assistant, Chatbot, Writing and editing assistance
<a href="#"><u>DALL-E</u></a>	Generates high-quality images from text, 3D model generation
<a href="#"><u>LiveChatAI</u></a>	Compatible with ChatGPT & GPT4, API available
<a href="#"><u>Storydoc</u></a>	AI-guided design and content, In-slide AI content assistant
<a href="#"><u>Salesforce Einstein GPT</u></a>	Sales forecasting, Strategic marketing insights



# THE BEST CHATGPT PROMPTS

FOR STARTING A BUSINESS

TIM KEARY

## MARKET RESEARCH

1. Tell me the top 5 competitors in [INSERT INDUSTRY]
2. What differentiates the top 5 competitors in [INSERT INDUSTRY]
3. What are the pros and cons of [INSERT COMPETITOR SERVICE] in [INSERT INDUSTRY]



## MARKETING

1. Give me 10 blog post ideas I can use for a blog on [INSERT TOPIC]
2. Create a content calendar for the next three months covering [INSERT TOPICS]
3. Generate five engaging headlines I can use for a blog post on [INSERT TOPIC]
4. List trending topics I could write a blog on in [INSERT INDUSTRY]

## CONTENT CREATION

1. Give me a list of five tools I can use to automate or improve my marketing.
2. Write me a double-line space LinkedIn post on [INSERT TOPIC]
3. Give me a list of the top 5 books on marketing for entrepreneurs
4. Give me a script I can use for a YouTube video on [INSERT TOPIC]



The key to writing a good prompt is to provide as much context as possible. So, if you're looking to write prompts that help you start a business, then you need to provide as much information about your industry, product/service, and target audience as possible so that ChatGPT can provide you with more detailed information.







## 7 Best Free AI Tools for Digital Marketing

IVANA VIDAKOVIC

1. **TextCortex** - TextCortex is an AI-powered digital marketing tool that helps you create human-like content.
2. **Flick** - Flick is an AI-powered social marketing platform that helps you generate texts, schedule posts, find useful hashtags, and analyze customer data.
3. **Chatfuel** - Chatfuel is a messaging platform for e-commerce marketers and business owners that helps you automate customer chats and create auto-replies.
4. **Synthesia** - Synthesia is an AI video generator tool that converts text into audio and video content. Therefore, it has a wide use, from creating videos for your target audience to educational videos and training for your new staff members.

5. **MarketMuse** - MarketMuse is yet another AI tool for digital marketing, helping you with content planning.
6. **Influency** - Influency is an influencer marketing platform that helps you build an IRM (influencer Relationship Management) strategy.
7. **ChatGPT** - ChatGPT is an AI-powered language model that generates human-like responses based on input.



Discover your entrepreneurial type and embrace your strengths on your business journey!

***Call/Email/Visit the BDCI:***

***Phone: 906-3000 ext. 4111, 4095***

***Email: [bdci@ucc.edu.jm](mailto:bdci@ucc.edu.jm)***

***Located at 17 Worthington Avenue, Kingston 5 (Green Building on the UCC Campus) and see how we can help you grow!***

# WE ARE HIRING!

ACCOUNTING CONSULTANT SPECIALIZED IN QUICKBOOKS



Scan to Apply!



*We Are Hiring*  
**Accounting  
Consultant**

## Requirements:

- Consultants must have a bachelor's degree in accounting.
- Must be able to demonstrate proficiency in **QuickBooks** accounting software both desktop and online.
- Must be able to do general bookkeeping, financial statements tax filing-GCT, statutory filing.
- In addition to QuickBooks proficiency, the consultant should possess a strong understanding of accounting principles, financial reporting standards (e.g., GAAP), tax laws, and regulatory compliance.
- Consultancy is contract based.

### Contact Us:

✉ [bdci@ucc.edu.jm](mailto:bdci@ucc.edu.jm)

☎ 876-906-3000

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