



Cross-media magazine increases site traffic nearly 100%—and creates new revenue opportunity.



- 1 Get Certified**

While it may seem obvious, getting certified as a WBE is an important aspect of succeeding in supplier diversity. Many WBEs are not certified at all or link their certifications to a single organization, region or government entity. There are a variety of certification entities that lead to non-profit organizations outside of WBEs, and each one has its own set of perks and restrictions. If your WBE is already certified, explore national programs in other regions, states or government agencies that can help you land projects outside your current geographic area or niche of expertise.

 - National Minority Supplier Development Council (www.nmsdc.org/nmsdc/)
 - Women Business Enterprise Council (www.wbec.org/)
- 2 Apply for Financial Resources**

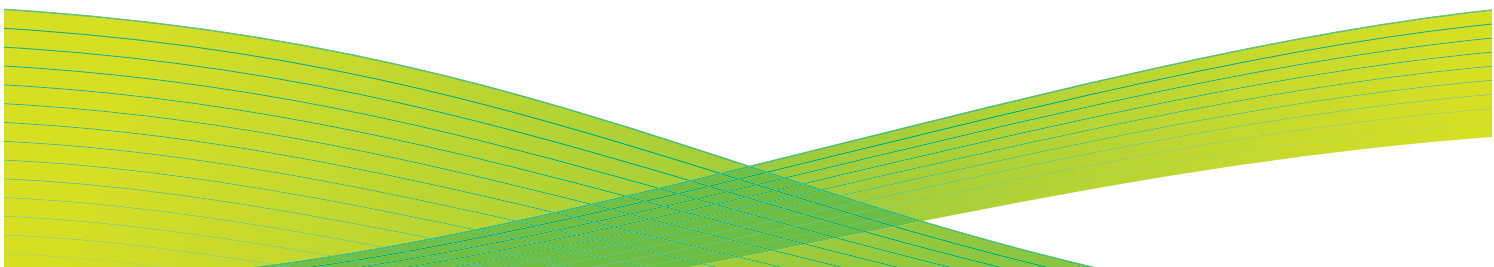
There are a number of federal programs in place that are specifically designed to benefit WBEs and provide the economic means needed to grow and prosper. The Small Business Administration (SBA) provides loans and a wealth of information regarding the process of applying for loans through the 8(a) Business Development Program, Minority Business Development Agency, Women-Owned Business and Public Zone Program. Loans and grants provide additional funding for operations and the means to get after larger projects. Grants may be available through specific fields, usually education and science. Private, corporate and professional grants may also be available. Special loans are readily available, especially during times of economic recovery. Research these programs and apply for the best fit for your business to help grow your business to its potential or expand to meet its needs.
- 3 Practice the Three P's: Patience, Persistence, and Perseverance**

WBEs owners cannot assume that contracts and opportunities will automatically come to them following perfection. Landing business deals is just as time- and energy-consuming for certified businesses as non-certified businesses. Actively search for new opportunities and apply for as many of them as your business can manage. Be persistent when searching for business opportunities, employ patience when waiting a response on a contract, and use perseverance to conquer obstacles or overcome personal rejection. Maintaining the positive attitude and determination reflects on your business' reputation, leads to more opportunities and creates business growth.
- 4 Build a Strong Website**

The website for a small business often serves as the first impression for potential clients and corporate partners in the modern age. Employ basic website best-practices — the creating an easy-to-navigate site with engaging web-content online — to make the best impression possible. Create a section of your website specifically dedicated to diversity relative to demonstrate your commitment to supplier diversity. This can be a separate page or simply a section devoted to your business biography that details your diversity certifications and goals. This information enables your business to stand out and prove to potential clients that you value supplier diversity as seriously as they do.

Women- and minority-owned business enterprises (W/MBEs) are a fast-growing and important part of the new economy, and standing out among the competition is imperative to growth and success. In order to stand out among others, W/MBEs must take initiative to make the most of opportunities available through supplier diversity programs. Here are eight simple pointers to help your W/MBE get noticed by corporate partners and other businesses.

by Carolee Keefe



Best-of-the-Best Program Winner—Books

Xerox Premier Partners Global Network



MBEConnect Profiles Magazine, Books

Evolv Solutions, LLC

Headquartered in Overland Park, Kansas, Evolv Solutions, LLC, is a diversified document management and technology company. They provide a wide range of enterprise print solutions, document management, information technology and equipment leasing, all combined to offer their customers a powerful portfolio of time- and cost-saving services.

On the web:
www.evolvsolutions.com

The challenge

Evolv Solutions, LLC, a versatile document management company, created a dedicated online network called MBEConnect for minority- and women-owned enterprises. The objective was to provide a community where they could interact with one another and their corporate partners, as well as provide exposure for their business. It was an amazing success right from the start—so successful that they soon launched *MBEConnect Profiles Magazine*, an online magazine designed to increase awareness of these businesses through in-depth profiles.

With demand growing, Evolv Solutions needed another way to showcase this content and decided to create a printed version of the magazine for distribution at conferences and trade shows. It was essential that the print version capture all the rich graphics and ultra-bright colors of the online edition. At the same time, the company was looking to grow its business—an opportunity which the magazine provided, as there was a fee for every company profiled and for any requested reprints. The owners were confident they could make this transition from online to print ... by leveraging their existing partnership with Xerox.

The solution

Evolv Solutions worked closely with Xerox to develop a single layout in Adobe® InDesign® that worked for both online and print versions of the magazine. By partnering early in the process, they quickly learned that the Xerox® 700 Digital Color Press with an EX Print Server powered by Fiery® could handle every aspect of producing the magazine—from the cover and interior pages to the color consistency on short runs needed for reprint orders. To ensure a consistent look throughout the magazine, Xerox® Color Xpressions® 100 lb. stock was used for the cover and 80 lb. stock for the inside pages. Finishing was then completed offline on a Vijuk stitcher.

The results

Within two months of launching the printed version of *MBEConnect Profiles Magazine*, traffic to Evolv Solutions' website nearly doubled. What's more, calls and e-mails to the businesses featured in the magazine increased significantly—with similar feedback reported from the magazine's sponsors. For Evolv Solutions, this means more reprint orders from the profiled businesses, which contribute directly to their bottom line.

The once bimonthly print version of *MBEConnect Profiles Magazine* has been so successful that it will now be published on a monthly basis, creating even more revenue and growth opportunities. To simplify the reordering process for customers, Evolv Solutions is now working with their Xerox team on setting up a Web-to-Print storefront which will save the company valuable time, money and resources that can be put toward creating an impressive lineup of upcoming publications. They are also looking into leveraging variable data for future issues to make the content even more relevant to each reader as well as help them expand into global markets.

