

PRESS KIT



The Skill Market

Community of & for small business owners

<https://info.theskillmarket.com>

Let me tell the story!

Small business owners understand how difficult it is to start, sustain and grow a business when there is not sufficient capital for staff, customer acquisition, marketing and advertising, along with regular overheads and incidentals.

In 2013, I started playing around with the idea of a support platform for skilled individuals and promptly got the web address. Over the years, I envisioned a support platform where people can find support, tools, resources, to establish and build their small business without an astronomical price tag, or without going into debt.

I started building the idea of The Skill Market in April 2021, word by word, page by page, resource by resource, tool by tool, alone, no staff.

I put together a dynamic list of tools and resources anyone can use to start a business, or to grow an existing business. Our mission and focus remain the support of the small business owner, not to profit off them.



Emm David

Creator, Shoeaholic, Friend

ABOUT THE CREATOR

- Business enthusiast at age 9
- Business owner at 19
- eLearning Designer/Developer
- Builder of digital properties
- Business Development Strategist
- Seamstress/Wedding Dress Maker
- Mother to one daughter in heaven

PEOPLE INVOLVEMENT

The Skill Market allows individuals to become part of the management team with an opportunity to manage aspects of the platform, in the process building a business of their own, or supplementing their current small business.

ENCOURAGEMENT

"The platforms are exciting. I love the concept. Refreshing! Take the world by storm"

A. Wiltshire, Atlanta GA

CONTACT

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THE SKILL MARKET

The Skill Market is anchored by a directory of small businesses, currently organized in 12 main categories and several sub-categories. Any small business can list in the directory for free.

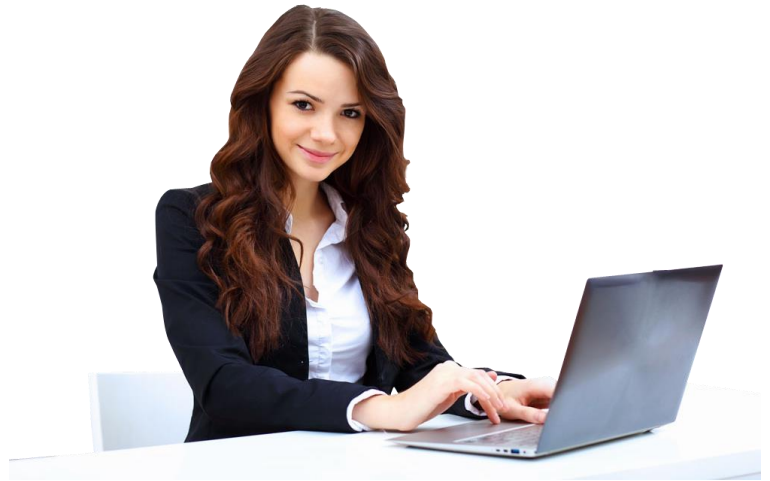
However, the myriad of services are available to small business owners who become members of the platform. This ensures that people who are not serious about starting or growing a business, do not have the access to squander the resources offered.

Member business owners get the ultimate advantage of our robust regional referral network to scale their business.

WHEN MONEY IS NOT NEEDED

Support of small business owners remains the goal and purpose of The Skill Market.

For cash strapped small business owners, The Skill Market offers “Social Sweat Equity” currency to pay for certain services if they are not offered free.



THE SKILL MARKET SERVICES

- Live Voice Ambassadors
- Live Chat Ambassadors
- Website Building
- Market Automation
- Video Platform
- Service Scheduling
- Business Development
- Social Community
- B2B Referral Network
- Consumer Corner Marketplace
- Business Directory
- Advertising
- Jobs/Career Board
- Learning Management System
- Business Development Webinars
- Forms
- One-on-One Business Consultations
- Print Ad pieces
- Community Meet
- Skill Market Subdomains & Hosting
- Live Video Presentations
- Content/Info Requests

No matter how small a business is, or even if it is a one-man or one-woman show, The Skill Market can help it present as well established and well staffed, using a combination of the tools, services and resources available.