



SMALL
BUSINESS
DEVELOPMENT
CENTER
NORTH COAST

Become a North Coast Small Business Consultant

North Coast Small Business Development Center provides no cost business consulting and free or low-cost learning programs to our region's small business owners. We help businesses start, grow, and thrive. ***We are looking for experienced applicants who want to dedicate a few hours a week or a month to coaching and teaching fellow business owners.***

Why should you throw your hat in the ring?

You'll be part of a team of experienced, close-knit business consultants from across our region. Share the important lessons and skills you've worked so hard to build with a new generation of business owners. Every client is different—no two conversations are the same. You can make a visible difference in someone's life... and our community. And get paid for it!

Proposal instructions

Please submit a completed Business Advisor [Application](#) and [Expertise Form](#) to Leila Roberts, Center Director, leila@northcoastsbdc.org. We will confirm receipt immediately, and reach out to schedule a conversation within 1-2 weeks of hearing from you if we think there's a fit with our clients' needs. Visit northcoastsbdc.org to learn more about the organization.

What does a SBDC consultant do?

SBDC Consultants work one-on-one with business owners in Humboldt, Del Norte and Adjacent Tribal Lands as they start and grow their enterprises. As an independent contractor, you work as many or as few hours a month as you want, and are asked to:

- Coach small business clients as they start, grow, navigate challenges, and prepare to exit. We advise and guide but we don't do the work *for* our clients.
- Be experienced in business trends, techniques, and processes related to your area of expertise.
- Work collaboratively with peers and the business community to grow mutual expertise.
- Travel as required to deliver consulting and/or training services.
- Provide Center with timely reports related to milestones and success stories of client's economic outcomes.
- Develop and stick to a "Scope of Work" with client—defined counseling goals and amount of time to reach goals.
- Document details and outcomes of advising sessions in our client database, including assessment of needs, readiness, and goals; and recommendations for improvement.

- Collect important information, data, and forms as required by the SBA and other key funders—especially client request for assistance, income self-certification, and client economic impact reporting.
- Work effectively with a wide variety of personalities, from a variety of economic and ethnic backgrounds, and with varied experience and skill levels.
- SBDC consultants who are also able and willing to teach what they know in a classroom setting may be asked to lead workshops with existing content or curriculum you develop.
- SBDC may offer to pay for community outreach, including public presentations to key stakeholders (cities, counties, chambers of commerce, etc.) and service on appropriate boards and committees related to business development. The primary objective of community outreach is to bring in new clients who fit the high-priority profile (see below).

What qualifications or competencies do you need to have?

- Our most successful advisors have at least ten years' experience in their field and are current or former business owners.
- You're most effective from the start if you have experience managing employees and/or coaching and consulting with clients.
- Our advisors need to understand the full business cycle, a business's internal departments, and how they interact.
- Change management: we spend significant time with business owners in growth or confronting crises.
- We value consultants who are also able and willing to teach what they know in a classroom setting.
- Computer skills are a must-have. Consultants are expected to use client database, MS Excel and Word, and Google Suite at the least.
- We're very interested in welcoming people with the right skills who are bilingual English-Spanish or who have experience supporting entrepreneurs in Native American Tribal communities.

Consulting Needs

- **Top Priority skillsets:** The consulting areas and skillsets in highest demand are for business planning, financial management, bookkeeping, accounting, and help accessing loans or investments. We see high demand from clients in industries such as: food manufacturing; restaurants and food service; niche & small manufacturing; farming and ranching; and e-commerce.
- **Also important skillsets:** Consulting around traditional and digital marketing; human resource management; drop-ship business models; import-export; web design and development.

Who are SBDC's Clients?

SBDC's clients are owners of for-profit pre-venture, start-up, small, and medium size businesses. Our ideal clients are:

- likely to accomplish economic impact for the community: starting up, hiring employees, growing sales, and accessing money (loans, investments, etc);
- open to new ideas, willing to change their practices, and do their homework;
- willing to help spread the word about SBDC services in the business community.

About North Coast SBDC

The North Coast Small Business Development Center serves small businesses and entrepreneurs across Humboldt County, Del Norte County, and Adjacent Tribal Lands. The North Coast SBDC provides one-to-one consulting, workshops and longer learning programs, and information & referral. We are known for creating top-notch programming responsive to community needs and trends. Visit northcoastsbdc.org to learn more.