



# **SMALL BUSINESS CREDIT SURVIVAL BOOT CAMP® CASE STUDY**

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April 23, 2024  
SBCSBC CASE STUDY

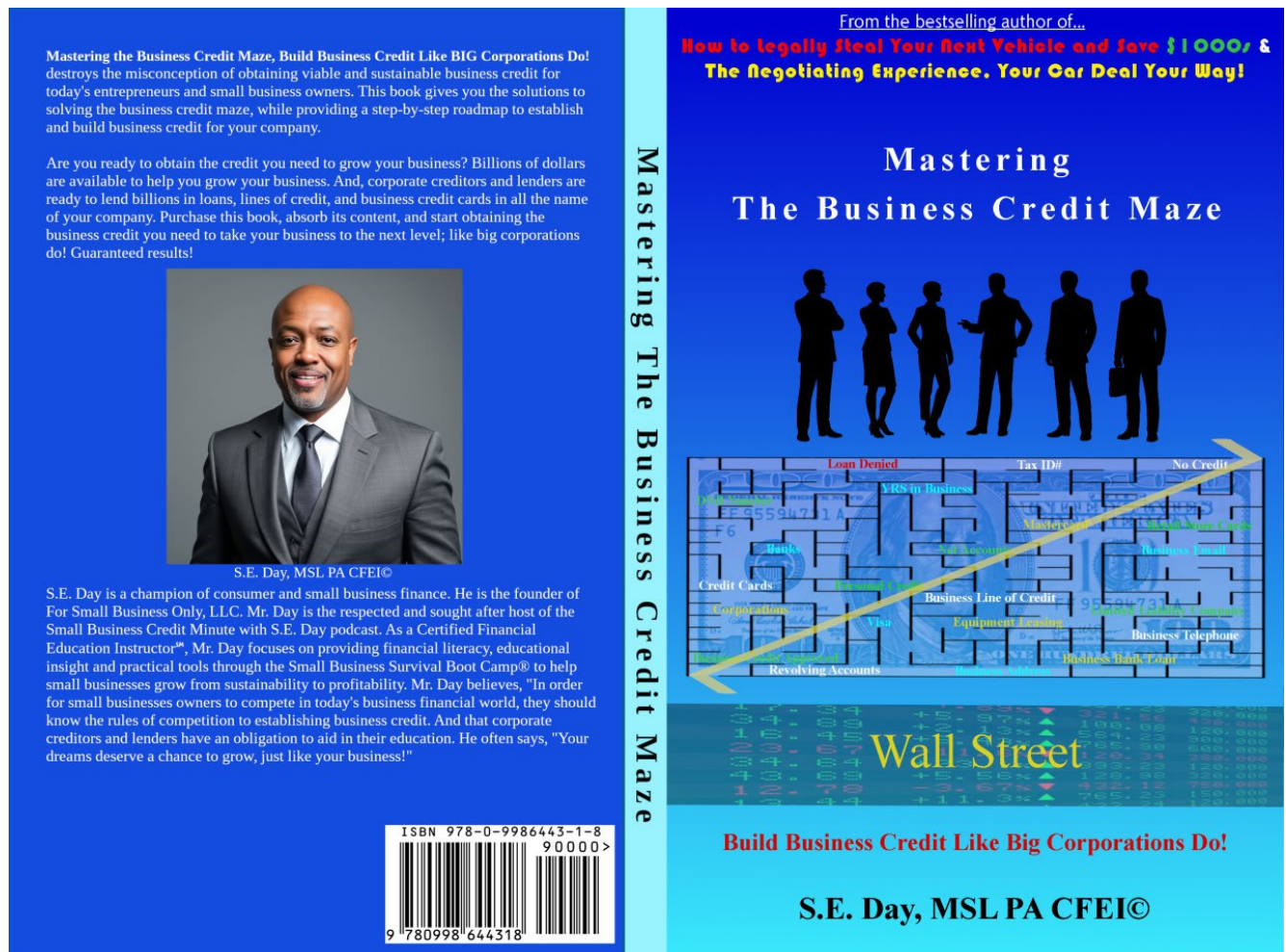
## Opening Message

The **Small Business Credit Survival Boot Camp®** is an interactive training course designed to jumpstart the business credit journey for new and seasoned small business owners.

The Small Business Credit Survival Boot Camp® was developed from the best selling book, ***Mastering the Business Credit Maze, Build Business Credit Like BIG Corporations Do!***

The Boot Camp and Book were created after nearly 21 years of in-depth research by business finance advocate, legal analyst, and author, S.E. Day.

The Boot Camp provides small business owners with a road map to establishing business credit profiles, initiating business credit, and sustaining the long term growth of viable business credit.





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## Event Overview & Programming Details

The **Small Business Credit Survival Boot Camp®** is a unique, one-day (8-hour) event designed to align qualified small businesses with strategically-selected lenders and corporate creditors, that want to fulfill their community reinvestment and social governance responsibilities by helping small business owners start the journey of establishing and building, viable and sustainable business credit.

### Program Details

National Press Club, Washington D.C., April 11, 2024, 8:00 am to 4:00 pm

### Audience Data

**Demographics:** 35 to 50, Female and Male, middle class to upper middle class, beyond bachelor's degree, full time employment, metro DC area.

**Socio-economic status:** Middle class to Upper Middle class

**Life stage:** Middle Adulthood

**Business challenges:** Understanding and obtaining business credit profiles.

### Program Goals & Outcomes

This unique program goals are to equip small business owners with essential business credit, financial literacy principles, and financial skills needed to thrive in today's competitive landscape. The Boot Camp consists of nine training modules focused on regulations, financial literacy, establishing business credit. Participating partners/sponsors had an opportunity to present their products and services to the business owners and provided them with the requirements to ascertain products that could enhance building business credit.





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The outcome was a tremendous success. Each business owner was able to interact and engage with the various creditors and lenders.



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## Education Mix & Programming Touch Points

### Primary Training Education Mix

Surprisingly, more than half of small businesses owners (SBOs) use their personal credit cards for business purposes. The educational mix selected for the program included multiple methods of instruction to engage a variety of learners and to present a variety of methods that align with the SBOs' preferences. Care was taken to ensure that all educational components work together toward a common goal for the benefit of the SBOs.

The educational mix deployed included:

- 100% Live Group Training (in-person)





## Education Mix & Programming Touch Points

### Added Programming Touch Points

Besides the education presented in the primary training portion, we also included a focus on pre- and post-programming to ensure a positive learner experience throughout the program. This focus was included to create a positive first impression and to continue supporting participants indefinitely with high-quality ongoing education.



#### ***Pre-programming***

- A qualifying pre-registration process to ensure each attending SBO has been legally structured, in-operations for a minimum of two years, possess a 'good standing' rating with a Secretary of State office, possess an Internal Revenue Service issued EIN/TIN, and has a legal business address and telephone number.
- Benefit-driven marketing & pre-education materials to help the business owners understand the beneficial aspect for attending the boot camp.
- Communication of important program details to build trust among the business owners and help them preview the training.
- A final registration process to admit qualified small businesses and follow-up communications to give participants timely program updates.
- A strong media/social media advertising campaign to promote the upcoming boot camp and encourage participation.



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## Education Mix & Programming Touch Points

### *Post-programming*

Recognition for completion of the boot camp by providing them with targeted information from corporate partners/sponsors, copy of the book to be used as a roadmap to continue building business credit, and a business data sheet to ensure each credit application is completed the same way.

Ongoing education to help business owners feel supported after the primary training concludes, addressing timely needs to help them extend their learning and apply the lessons to real-life decisions. This program provided:

- Extended Consultation. Each participant was offered three hours of free business credit consultation.
- Business Credit Updates. Participant received a quarterly FSBO email informing them of pertinent issues pertaining to business credit.





## Lessons Covered & Educational Resources

### Lessons Covered

The primary goal of the boot camp was to help the small businesses focus on understanding the complexities of credit as a whole and provide the participants with a viable step-by-step roadmap to initiating, establishing, and building sustainable business credit.

To reach that goal, we focused on teaching these modules:

- |  |  |
|--|--|
| 1. Understanding Regulations           | 2. Applying Financial Literacy Principles      |
| 3. Choosing the Legal Structure        | 4. Understanding Business Credit               |
| 5. Gathering Tools for Business Credit | 6. Synchronizing Personal and Business Credits |
| 7. Choosing Corporate Creditors        | 8. Initiating 1st Round of Business Credit     |
| 9. Creating Sustained Business Credit  | 10. Post Survey                                |



### Educational Resources

The program leveraged the best-selling book, *Mastering the Business Maze, Build Business Credit Like BIG Corporations Do!*, *Small Business Credit Procedures*, and educational resources from the National Financial Educators Council's (NFEC's). The materials are rooted in research-based educational principles and have been tested by tens of thousands of organizations. The program was developed by a collaborative team comprised of educators, financial professionals, and financial education experts – and we recognize that this collaboration has yielded financial education resources that bridge the gap between theory-based education and practical application.





## Financial Educator Overview

### Personal Notes

*The American business owner and their contribution to the backbone of the American economy allowed me to create this powerful program to help them navigate the world of establishing business credit.*

**S.E. Day**



### Instructor Bio

S.E. Day is the author of the book, ***Mastering the Business Credit Maze, Build Business Credit Like BIG Corporations Do!*** and others. As a certified financial educator instructor, S.E. also created a the ***Small Business Credit Survival Boot Camp***© and the collegiate course, ***Small Business Credit Procedures***© to educate entrepreneurs who major in Entrepreneurial programs at major universities and colleges.

S.E. Day was selected to the [National Small Business Association](#) (NSBA) Leadership Council. NSBA is the nation's oldest small-business advocacy organization, and operates on a staunchly nonpartisan basis. Day, a recognized leader in the small business community, joins the NSBA Leadership Council alongside other small business advocates from across the country as they work to promote the interests of small business to policymakers in Washington, D.C.

Mr. Day served on the Economic Development Committee, which oversees all issues relating to small business finance and access to capital, including credit cards, lending, bankruptcy law, securities issues and venture capital.

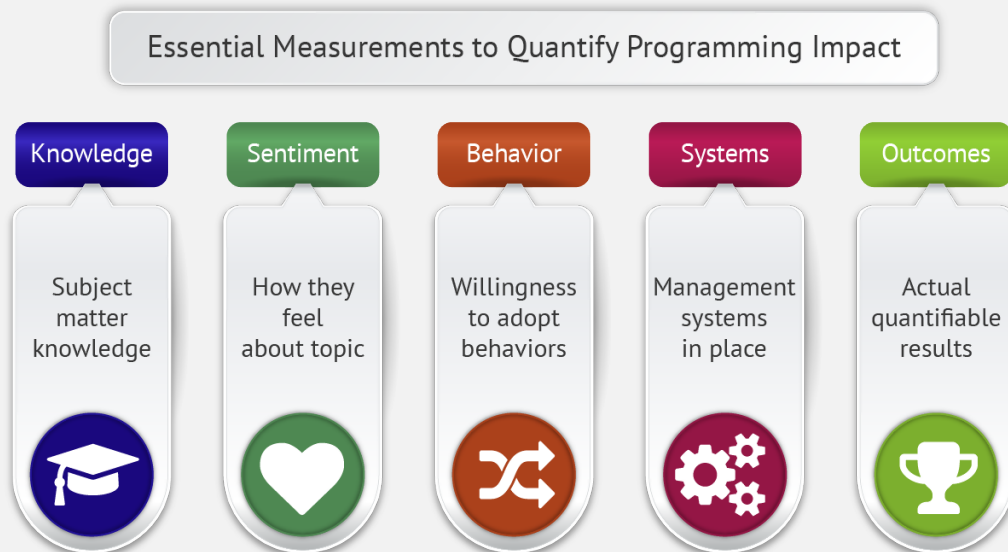
S.E. Day holds the Certified Financial Education Instructor (CFEI) designation and meets the standards set forth in the Framework for Teaching Personal Finance. Certification holders have demonstrated their competency in teaching methods (pedagogy, teaching techniques & educational best practice) and in content knowledge of personal finance topics.



## Program Measures Overview

### Measurements

Data were gathered on important factors that influence a business owner' financial situation. Through testing and surveys, we examined participants' content knowledge, financial behaviors, sentiment, and willingness to work toward an improved financial situation.



### Data Collection Details

Data was collected from: Survey

Dates	Methods	Participants			
4/11/2024	In-Class	Pre-test Number of Participants	301	Post-test Number of Participants	301



## Content Knowledge

Tests were conducted before and after the programming to measure improvement in content knowledge. The questions were designed in alignment with higher-order thinking frameworks and with a focus on the practical application of the lessons.



Number of test questions:

**10**

Pre-test Average Score

**47%**

Post-test Average Score

**92%**

Pre-test High Score

**57%**

Post-test High Score

**98%**

Pre-test Low Score

**37%**

Post-test Low Score

**83%**



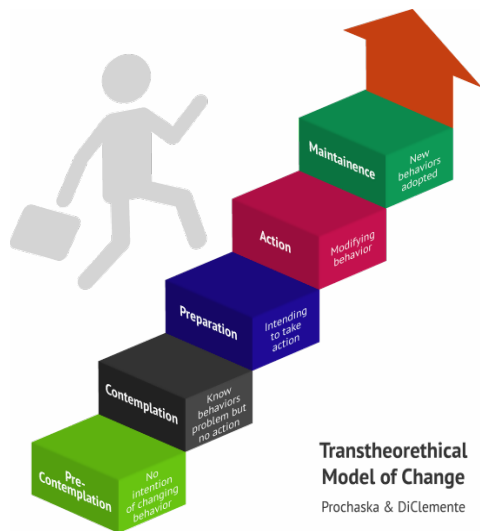
## Short-term Financial Behaviors

Because business owners' finances are influenced by their behaviors, this self-assessment survey had the attendees reflect upon and identify any changes to their financial behaviors since starting the program.

Short-term Financial Behaviors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Since the training began, I have started putting things I learned into use.	0%	0%	5%	22%	73%
The training has helped me improve some of my financial behaviors, so they are in better alignment with my long-term financial goals.	0%	0%	5%	18%	78%
Since the start of the program, I feel more motivated to adopt financial behaviors that will help me reach my personal and business goals.	0%	0%	4%	13%	83%
The way I manage my money has changed for the better since I started the program.	0%	0%	3%	11%	86%
Since the training started, I have been more thoughtful about how I manage my money.	0%	0%	0%	12%	88%

## Stage of Change

The Transtheoretical Model of Behavior Change was used as a framework for assessing a person's willingness to change or adopt positive financial behaviors. Surveys were provided before and after the training to assess whether participants were moving in a positive direction.



Pre-training Stage of Change Survey		Post-training Stage of Change Survey	
61%	Maintenance	71%	Maintenance
28%	Action	55%	Action
0%	Preparation	19%	Preparation
0%	Contemplation	13%	Contemplation
0%	Pre-Contemplation	9%	Pre-Contemplation





## Financial Sentiment Measures

Financial sentiment measures were conducted to understand participants' feelings/attitudes toward money, and level of confidence when making financial decisions.



Pre-training Sentiment Survey		Post-training Sentiment Survey	
14%	0 - 11	39%	0 - 11
27%	12 - 24	35%	12 - 24
59%	25 - 37	24%	25 - 37

Participants add up their totals from each survey page and then calculate a grand total score. Based on this calculation, they determine one of the following three levels into which they fall:

**Zero to 11 points** – these participants feel confident and secure about their ability to make financial decisions, and about their current and future financial situations; financial matters cause them little stress. Their direction is to continue monitoring a true picture of their finances and maintain good financial habits.

**12 to 24 points** – participants at this level are not completely confident about their ability to make financial decisions, or about their current and future financial situations. However, they are not overly anxious about money. Financial matters may cause them a modest amount of stress, but typically do not interfere with their ability to enjoy life. They may not always feel that their finances are under their control, so the guidance is for them to identify exactly why they don't feel confident about managing their money, and address the systems they're lacking.

**25 to 37 points** – these individuals lack confidence in their ability to make financial decisions and often feel anxious about their current and future financial situations. Financial matters cause them a great deal of stress. They may feel out of control because they don't have a budget or because they don't know where their money is going each month. These participants would benefit from learning how to create a budget so every dollar they earn has a job to do, and committing to a plan for achieving financial health.



## Post-training Surveys

This survey is designed to get feedback from participants after the programming concludes. This information is used to understand their thoughts about the program and instructor, and what they would like to learn more about.

Short-term Financial Behaviors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The information presented is something that will benefit me and my finances.	1%	2%	4%	0%	93%
I feel more confident about the financial topics that were covered in this program.	0%	0%	3%	6%	91%
The information presented in the program is something I will use in my life.	0%	0%	0%	6%	94%
I would like to participate in future personal finance education programs.	0%	7%	0%	20%	73%
I would recommend taking this personal finance program to others.	0%	0%	0%	12%	88%



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**What personal finance topics would you like to learn more about in future programs?**

Business Loans / Lines of Credit



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## Post-training Feedback

“The Boot Camp is well worth attending. If you want business credit for business, get your busy registered to attend. I recommend any company looking to get business credit to attend.”

Sheridah (Sherri) Ferguson, CFP®,  
CEBS®, AWMA®, CRPC® Ft. Lauderdale

“SE Day is an effective and successful deal maker. He has an uncanny ability to get the deal done whether negotiating your next automobile purchase, creating a synergistic corporate partnership or helping you build business credit for your business.”

*Edward Bateman , Contact Center  
Manager - GSS-NA Atlanta*



## Organization

### Our Focus

For Small Business Only LLC (FSBO) is a verified Service-Disabled Veteran-Owned Small Business (SDVOSB) was founded in 2013 by business credit expert, legal analyst, business owner and author, S.E. Day. FSBO provides small business owners with the tools and knowledge they need to successfully establish and build, viable and sustainable business credit for their companies.

As the only company of its kind, FSBO is the Credit Builder of America's Small Businesses. We earn the trust of our clients by strategically partnering with small business friendly, corporate creditors and lenders, who desire to provide qualified small business owners with the tools needed to establish and build, viable and sustainable business credit for their companies. All of this is achieved through our signature event, The **Small Business Credit Survival Boot Camp©**



S.E. Day, MSL/PA/CFEI  
Author, Business Credit Expert,  
Certified Financial Education  
Instructor, Legal Analyst, &  
Business Owner





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## Success

Based on the qualitative and quantitative data received through our pre and post programming tools utilizing self-assessments and surveys, the Small Business Credit Survival Boot Camp was extremely successful. The subject matter content provided the participants with specific financial and credit knowledge, which they could use to establish and start building their business credit profiles. The financial literacy content revealed the participants apprehension towards money and the subject thereof. Post surveys reveal the participants desire to comprehend the lessons of money and how to be utilize it.

## Moving Forward

FSBO will continue to build upon the success of each boot camp, while advocating for continued improvements in policy affecting small business owners and their ability to establish and build business credit profiles. In CY 2024, FSBO hosted six boot camps in various locations. The CY 2025 projections are robust. FSBO is seeking to host eight to ten boot camps in various locations across the United States.





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## Partner Organization Details



Yerlis Quintanilla is a certified financial literacy educator and finance expert. She is a highly recognized and extremely successful banking professional with more than 20+ year experience in the retail and commercial banking industry. Quintanilla has rich and professional background in working with customers. As an financial literacy advocate, she has a deep passion in delivery financial education to the un-banked and underserved communities.

Ms. Quintanilla is the CEO of Silrey Services LLC, a boutique firm focused on increasing consumers financial knowledge to help alleviate the numerous problems caused by a lack of financial literacy.

Ms. Quintanilla has partnered her firm with FSBO to deliver a critical block of financial literacy instruction to the Boot Camp participants. She believes if small business owners are to be successful in business, then they must be successful in managing their personal finances.



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## Closing

*This Case Study represents a snap shot of research gathered in the program design to gain concrete contextual, in-depth knowledge about the need for viable and sustainable business credit. The Study also explored the key characteristics, meaning, and implications of a deeper desire for business owners to develop new strategies to understanding and applying financial literacy principles.*





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