



Free Marketing Resources

Every link from tonight, with a plain note on when to use each one. All free or free to start.

1 Get Found

Resource	Use this when
Google Business Profile google.com/business	You serve local customers and want to show up on the map. Do this first. Full walkthrough: guides.rickpina.cloud/google-business-profile-quick-start.pdf
Meta Business Suite business.facebook.com	You picked Facebook or Instagram as a channel. Schedule a week of posts in one sitting, free, and answer Messenger and Instagram messages in one inbox.

2 Make Things Look Good

Resource	Use this when
Canva (free plan) canva.com	You need a social post, flyer, price sheet, or logo touch-up and you are not a designer. Use the free plan; you do not need Pro to start. Finish your AI images here (headline of 8 words or fewer, your logo, one brand color).

3 Stay in Touch

Resource	Use this when
MailerLite · mailerlite.com Mailchimp · mailchimp.com	You have customer emails and want announcements and repeat business. Both are free at small list sizes; pick one, import your contacts, send one useful email a month. MailerLite is simpler; Mailchimp is more common.

4 Free Human Help

Resource	Use this when
SCORE score.org	You want a free, experienced business mentor, one on one, as often as you need. Retired executives and owners. Ask for a marketing-savvy mentor.
SBA sba.gov/local-assistance	You want training, loan guidance, or certifications, or you are not sure what help exists. Start at Local Assistance and enter your ZIP code.
Virginia SBDC virginiاسبdc.org	Virginia businesses: free one-on-one consulting, including marketing plan reviews, funded so you do not pay.
Maryland SBDC marylandsbdc.org	Maryland businesses: same free consulting on the Maryland side.

5 Your VEC Tools

Resource	Use this when
VCMI AI Business Mentor bit.ly/VCMIBusinessAiMentor	You are stuck on anything, any time. It knows everything we have taught in Year 1 and Year 2 and will walk you through your exact situation.
#VictoryEntrepreneurs Google Chat	You want the room's eyes on your positioning sentence, your first post, or a win. Homework item 6 happens here.

THE ORDER THAT WORKS: Google Business Profile first. Then reviews and referrals (free, this week). Then one channel done consistently with Canva and Meta Business Suite. Then an email list once people are coming. Paid ads last, only after the message already works.