



HOW SMALL TO MID-SIZED TOWNS

LAND MANUFACTURING PLANTS



Next Move Group
We Are Jobs

Many manufacturers would prefer to be in rural towns. (00:26:00)

- Chad Chancellor has toured more than 400 manufacturing plants in his career, 80% of the owners or plant manager of those plants told Chad they would prefer to be in a small to mid-sized town over a metro area.
 - Non-publicly traded small to mid-sized manufacturers expressly desire to be in small to mid-sized communities.
 - 323 out of 400 (80.75%) told Chad they wanted to be in a suburban or rural community.
 - These companies typically had between \$100 million - \$500 million in revenue, 2-3 locations, and 50-500 employees.
 - Therefore, rural communities have amazing opportunities to land manufacturing plants, if they can get themselves on the map and be prepared with real estate, labor, and incentives.
 - Most of the companies which will place plants in rural communities are currently headquartered in “red (conservative voting)” counties across the United States.

Tip: If you are located in a remote area not near an interstate, you will need to target manufacturers which make big, expensive parts which are low volume.

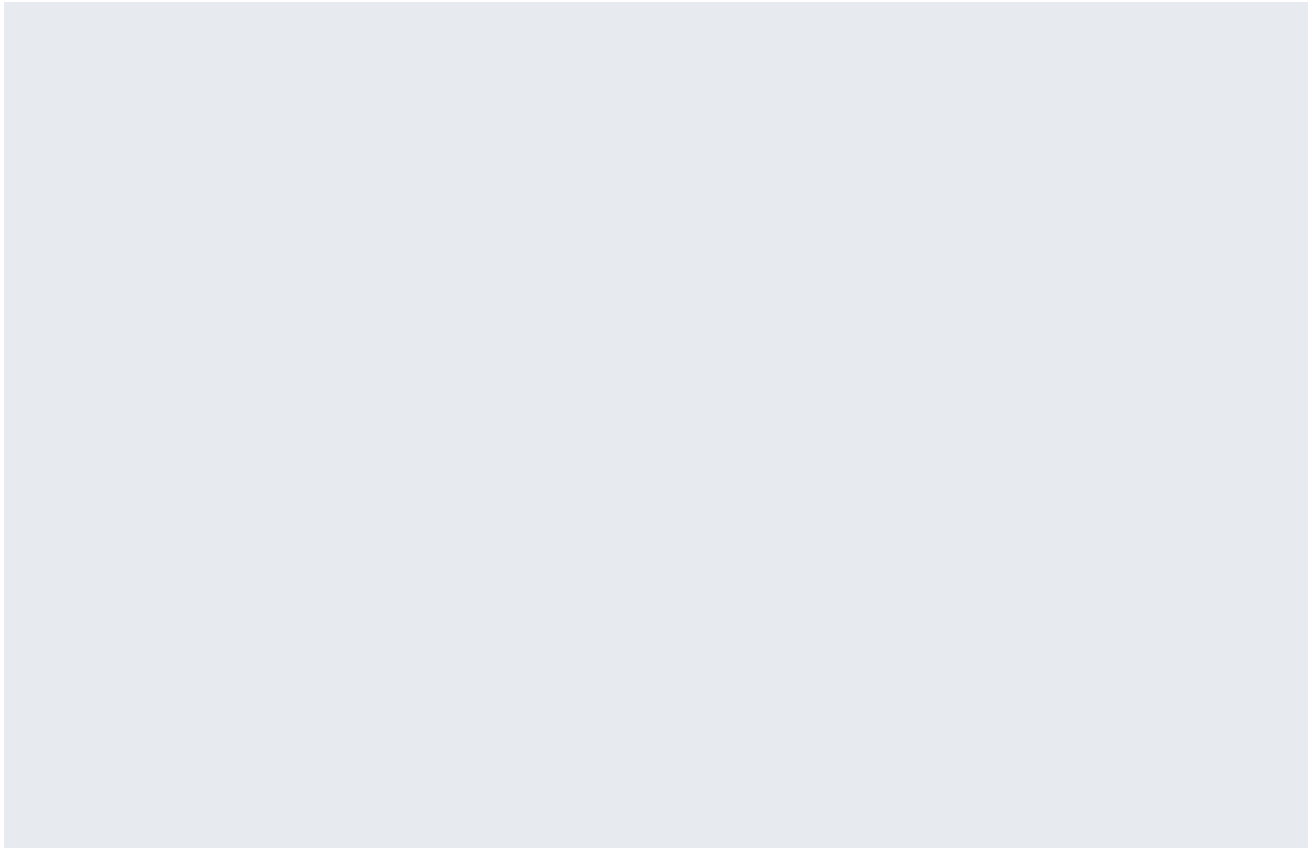
- Most manufacturers make decisions on where to place plants on 2 factors: (00:15:39)
 - Upfront costs to startup the plant
 - Most companies lose money the first year, even the large companies like Airbus and Toyota. They must buy, rig, and set equipment, train employees, manage utility startup costs, optimize their supply chain, etc.

- So most companies locate in the rural community which will be “cheapest” for them to get the plant up and running.
- Typically, rural communities have a lower upfront cost to startup a plant than metro areas.
- Ongoing costs to operate the plant
 - Most companies look at a 10-year operating proforma as part of their decision making process. This proforma contains typical operating costs: labor, utilities, real estate, taxes, shipping, etc.
 - So the rural communities which can lower the ongoing operating costs will have a leg up on others.
 - Typically, rural communities have the lowest ongoing costs to operate manufacturing plants.

#1 Priority - Inventory What Your Area Has Which Could Interest a Manufacturer : (00:17:53)

- Industrial Buildings
 - By far #1 key to landing deals in rural towns, especially if you can help make it as low cost upfront as possible
 - Create an inventory of industrial buildings and present them with pictures and data concerning the infrastructure within the building
 - Document the following:
 - Floor Thickness
 - Ceiling Height
 - # Dock Doors
 - # of Drive in Doors
 - Column Spacing
 - Infrastructure in place:
 - Cranes
 - Piping
 - Chillers
 - Show map of size utility lines with capacities as they enter the building
 - We recommend using **www.locationone.com** as your buildings and sites database because it is a nationwide database, so when you put your buildings on it, your building will be seen by many more eyeballs across the country.
 - We will show you how to best market these buildings in a later step, in this step simply inventory your buildings.

What industrial building(s) do I have which give me my best shot to land a new industry? How can I make it low cost for an industry to occupy for at least two years to lower their upfront costs?



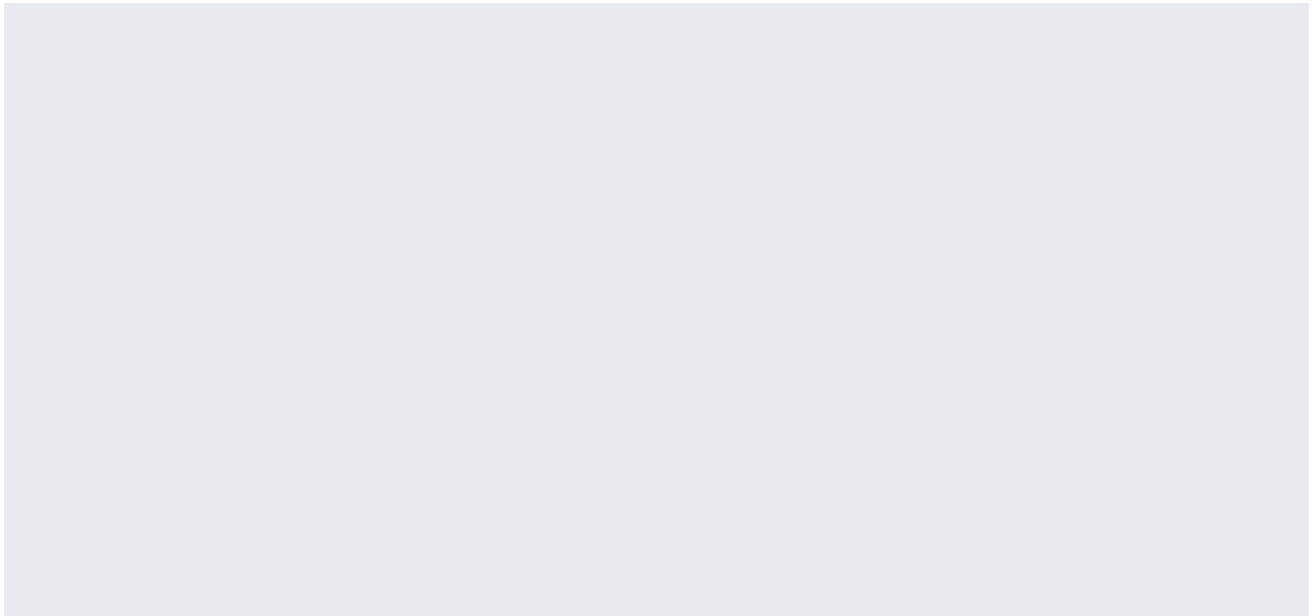
- Labor
 - Show the number of people which work in various occupational codes within your region, not just your small town, so you look bigger.
 - To learn how to inventory your labor, watch our video "3 Meetings & 8 Steps to Market Your Labor Force"
 - We will show you how to best market your labor in a later step, in this step simply inventory your labor.

Do you currently have up-to-date labor information on your labor shed region? If not, what is your plan to supply prospects with up-to-date information on the labor force not just in your town but within your labor shed regional area?

- Industrial Sites with Build-to-Suit Options

To win in a rural town, you need a place for how your organization or a developer in a town can build a building customized for a client and defer payments for a year or two. If a local bank can work with you on this financing, defer payment for a year, and maybe make it interest only in year two, this can help you tremendously.

What is your plan to offer a build-to-suit industrial building which is low cost for an industry to occupy for at least two years to lower their upfront costs?



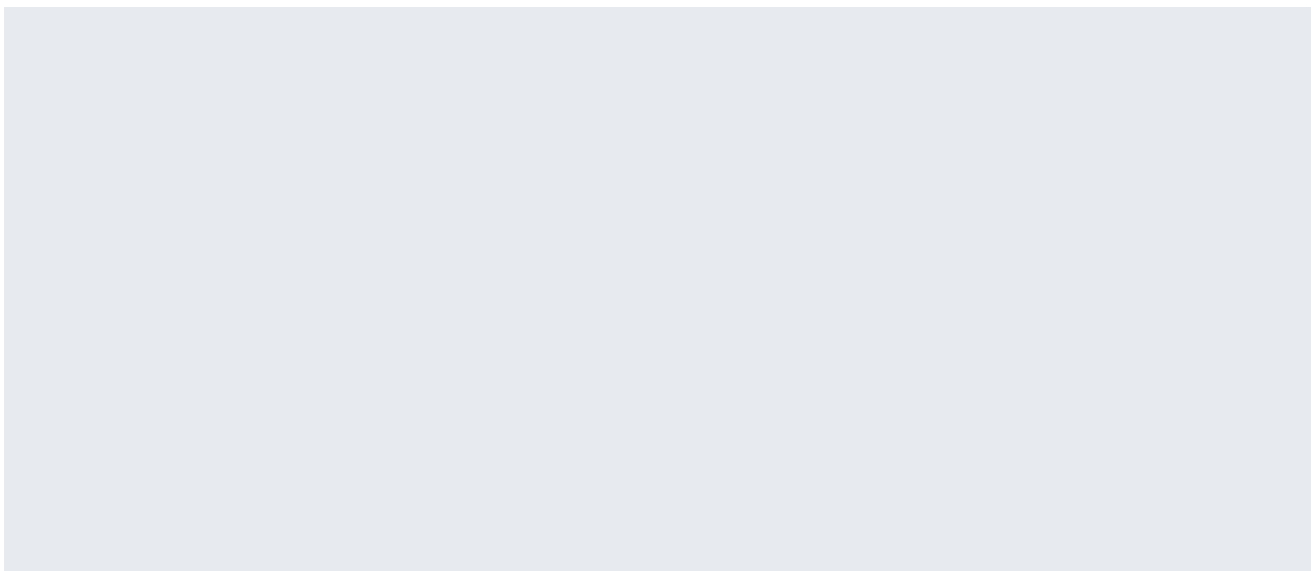
- Existing Industries / Support Companies
 - You want to show you have a critical mass of manufacturing companies in your region.
 - Make a list of all your manufacturers and describe what they produce.
 - Also, make a numerical list of all the following type companies within your region which can support a manufacturer, you can obtain this data from **www.economicmodeling.com** in the industrial table sorted by payrolled locations:

- Machine Shops
- Trucking Companies
- Industrial Machinery Suppliers
- Temporary Help Companies
- Freight Transportation Arrangement Companies
- Sheet Metal Work Manufacturers
- Fabricated Structural Metal Manufacturers
- Paint & Coating Manufacturers
- Plating Companies
- Metal Heat Treating Companies
- Hazardous Waste Collection Companies
- Packaging Manufacturers
- Industrial Machinery Repair Companies
- Tool & Die Shops
- Sawmills
- Metal Tank Manufacturers
- Metal Can Manufacturers
- Warehousing Companies
- Spring Manufacturers
- Plastic Bag Manufacturers
- Rolled Steel Shape Manufacturers
- Machine Tool Manufacturers

List all the type industries from above which you have at least five payrolled business locations within your labor shed region:

- Once you inventory the number of the above companies, include those numbers in your RFPs especially if you have more than five of a certain type company as this will get prospects to go “wow, they have a critical mass of companies that can support me.”
 - We will show you how to best market your existing industries / support companies in a later step, in this step simply inventory existing industries / support companies.
- Incentives that are Different
 - Do not simply offer the same incentives as the communities next door, create an inventory of unique incentives to you and combine it with the typical state incentives your competing counties will also have access to.
 - Create an inventory of what you can offer in the following costs which will be better than your neighbors or likely competitors:

What real estate incentives can we offer to help a company locate in a building in our community for lower upfront costs than our neighbors or likely competitors?



What real estate incentives can we offer to help a company with a build-to-suit building in our industrial park for lower upfront costs than our neighbors or likely competitors?

What real estate incentives can we offer to lower the ongoing costs a company would have in our area to lower them more than our neighbors or likely competitors?

What property tax abatements can we offer to create lower costs than our neighbors or likely competitors?

What other incentives can we offer to create lower costs than our neighbors or likely competitors?

- Utility capacity or cost that is different
 - First, inventory how much excess capacity you have for new industries in terms of electrical, water, sewer, gas, and high-speed internet.
 - Next, detail cost advantages your area has in each of those utilities, if you have lower costs than likely competitors.
 - Finally, detail incentives your utilities provider industries to lower costs based on usage.

How much excess capacity do you have for a new industry in the following utilities:

Electric

Gas

Water

Wastewater

High Speed Internet

Are your costs about the same, cheaper, or more expensive than communities next door or likely competitors for the following utilities:

Electric

Gas

Water

Wastewater

High Speed Internet

What incentives do each of the following utilities offer new industries based on usage:

Electric

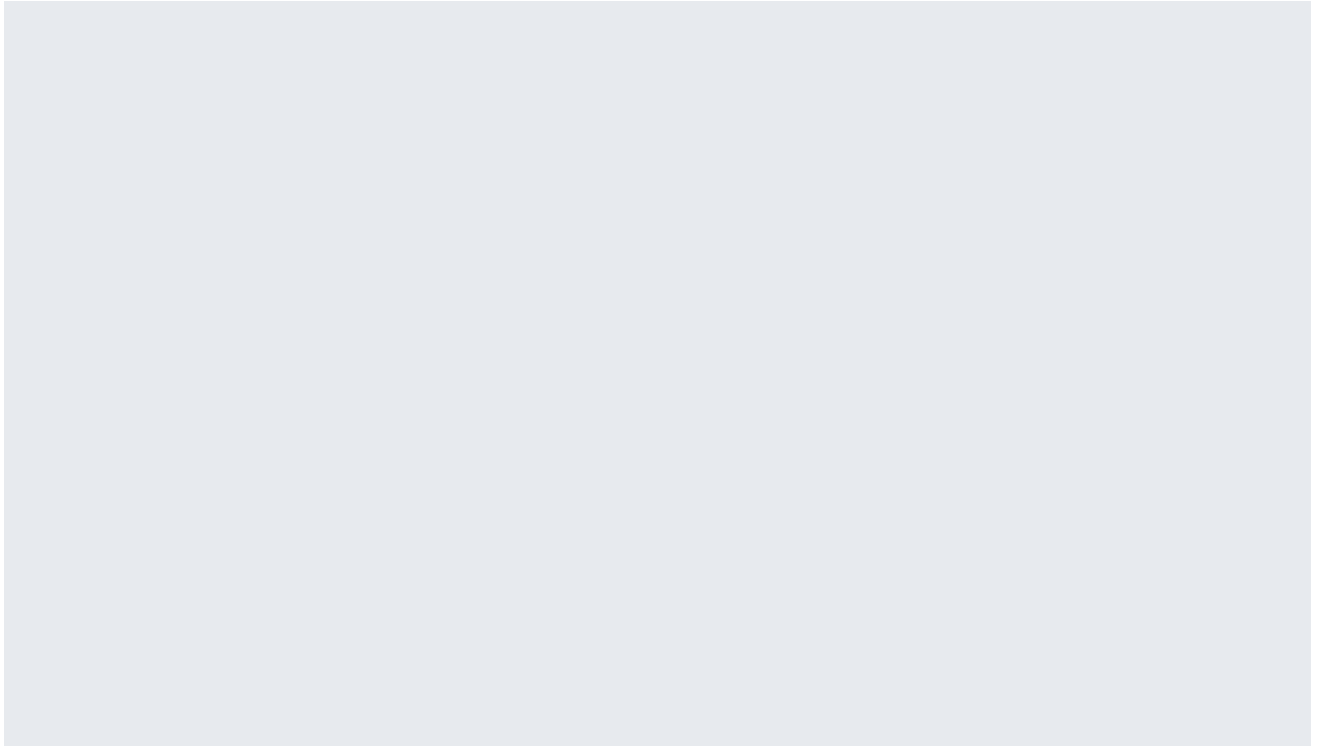
Gas

Water

Wastewater

High Speed Internet

Which of my utilities give me a competitive advantage in costs to recruit manufacturing plants? If you do not know, you can watch a video Next Move Group is releasing in late June 2020



#2 Priority- Build Your Value Proposition Based on Your Existing Industry & Build Sales Team (00:30:40)

- Based on the inventory you built in the #1 Priority section, complete the following value proposition exercise for why a manufacturer should locate in your area, then use this information to answer RFPs you receive:

Your Manufacturing Company Should Locate in Our Community Because We Have the Following:

Place narrative here describing an actual number of industries and support companies in your region giving us a critical mass to support your company

Place name of industrial building here OR build-to-suit option which we can get you in at a reduced upfront cost

Customized plan with the following features to help you recruit, screen, and train your labor force:

How we will recruit HERE

How we will screen HERE

How we will train HERE

(NOTE FOR HELP WITH THIS SECTION LOOK TO PRIORITY #4 & #5)

List utilities here with a cost advantage which will lower your ongoing operating expenses

Incentives designed to lower your upfront costs: (LIST THEM HERE, ELIMINATE JARGONY WORDS, MAKE THEM MAKE COMMON SENSE)

Incentives designed to lower your ongoing operating costs: (LIST THEM HERE, ELIMINATE JARGONY WORDS, MAKE THEM MAKE COMMON SENSE)

After completing all the above, now put all the points into one paragraph form:

- We will show you how to best market this in a later step
- Build a “sales team” of people to help you sell the community when you have prospect visits, then work these people into visiting with prospects during tours, presentations or meals:
 - Existing industry leader
 - One person to sell your workforce program to: Recruit, Screen, and Train Labor (Learn more about this in Priority #5)
 - Utilities
 - Engineers
 - Elected Officials

Which plant manager or HR manager in town is both happy with the community and could be an enthusiastic “sales” person to place in front of a new industrial prospect?

**Who can best sell your Recruiting, Training, and Screening Program?
Maybe its an HR manager?**

Who are your utilities companies are the best “salespeople”? It might not be the CEO or Engineer.

What buildings/sites type engineer in your town is your best salesperson?

Which of your elected officials is your best salesperson?

#3 Priority: Build “Different” Incentives Than Your Competitors (00:40:15)

- Look back at your inventory of incentives from Priority #1, during this step, work to create the additional incentives you need which you were lacking from Priority #1. This could take some time and policy approval.
- Give great focus to figuring out how you can best offer reduced real estate as part of your incentives program.

What incentives do we need to add to our portfolio especially to offer reduced real estate?

Who can give me expertise in how to structure such incentives in a legal way?

What approvals can I get “pre-approved” so I can offer these incentives to new companies?

#4 Priority: Build Labor Pitch Around Recruiting, Screening, & Training (00:51:59)

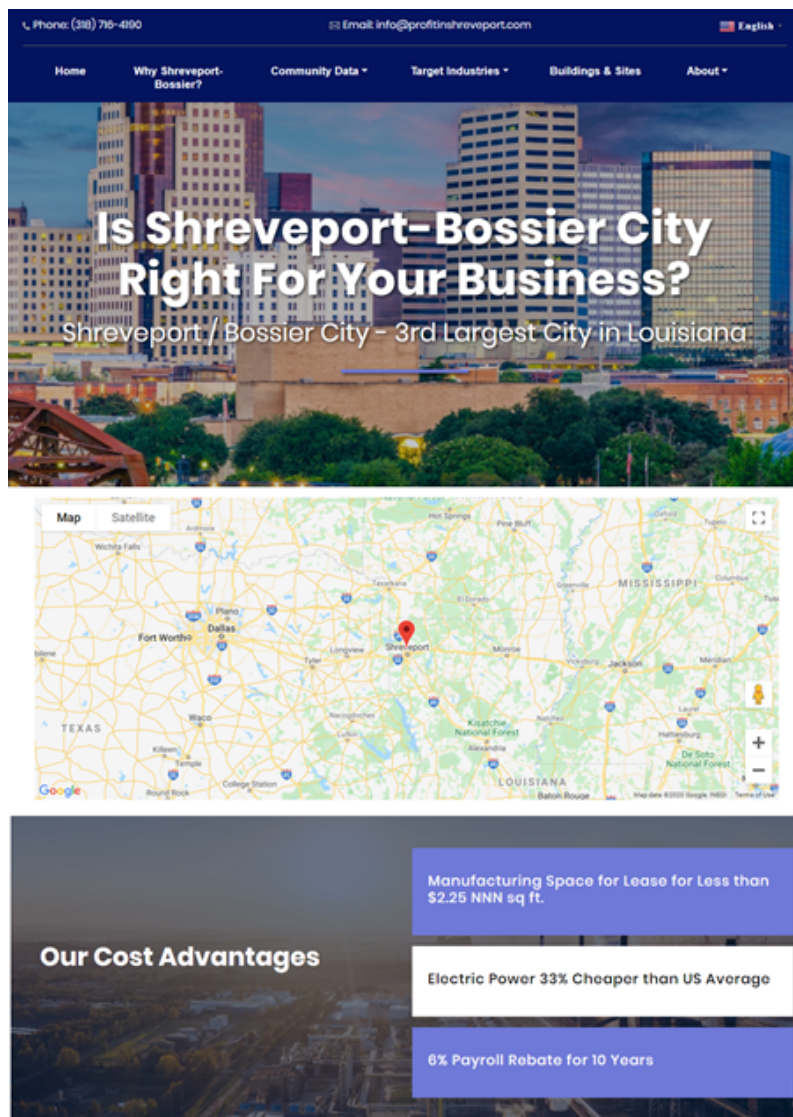
- Inventory the providers in your town which offer something in the following buckets of workforce training:
 - Recruiting- examples include who can put on job fairs, who can pay for job ads?
 - Screening- examples include national career readiness certificate who does this, who can screen for skills credentials, who can screen applications?
 - Training- examples include who can physically train the workers, give credentials?
- Note, in most towns you will have a number of different providers that do some of those 3 things, simply place each one in the proper bucket.
 - Some examples could include: community college, technical college, state workforce training, federal workforce board, etc.
- Also, consider building this pitch with regional assets included not just your town
- Watch our video “3 Meetings & 8 Steps to Promote Your Labor Force” for more tips on how you can predict to your prospects what hourly wage they need to pay to access the labor they desire

#5 Priority- Build Website with Marketing Infrastructure (00:55:32)

- Take everything you have learned and built from the previous priorities to build a state-of-the art website.
 - Build your website in such a way, you can download pdf files of all this information, so you can easily go to your website and print a file to add to an RFP, prospect presentation, etc. as you need it.
 - By doing this your website is not only a sales tool but also stores all your marketing materials needed.
- Website Must Haves:
 - Homepage Map and Value Proposition
 - Buildings / Sites
 - Labor Data Showing two Things:
 - You Have a Critical Mass of Labor in Your Region
 - You Have a Plan to Recruit, Screen, and Train People
 - Detailed Information on Your Existing Industries & Support Companies
 - Maps Showing Your Proximity to a Critical Mass of Industries
 - Incentives
 - Utility Information
 - Education
 - Demographics
 - Easy Contact Information

- A detailed look at the must haves:
 - Homepage Map and Value Proposition
 - Place a map on your homepage which makes it look as if you are near something, whether it's a larger city, a critical mass of something, or some infrastructure.
 - Also, place parts of your value proposition on your homepage from Priority #2

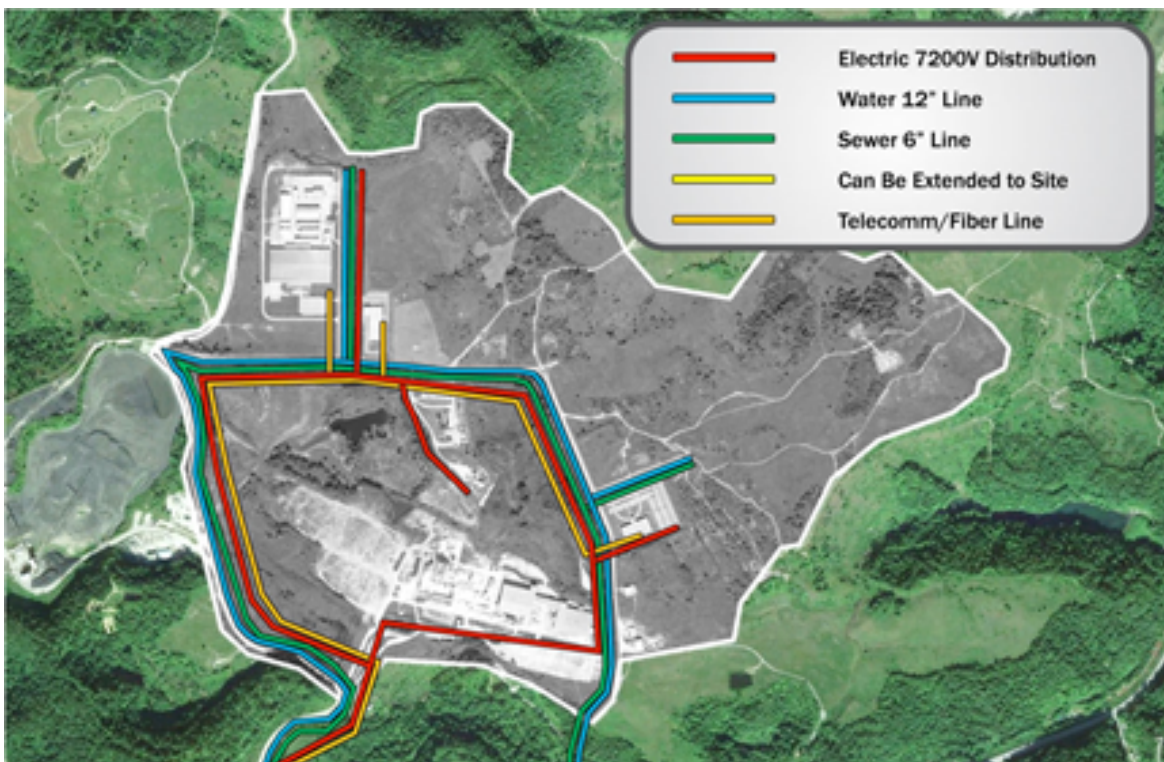
Notice in this example, how Shreveport looks near Dallas in the size of map they chose, and how they placed their value proposition on their homepage:



What scale does your homepage map need to be on your homepage to show you are close to other places industries will value?

What parts of your value proposition do you want to put on your homepage?

- Buildings / Sites
 - Take the inventory you built in Priority #1 and now place your buildings / sites on your website in a manner which promotes them. We recommend the following:
 - Put your buildings sites on your state economic development website, on your current website, and on a nationwide database
 - We recommend **www.locationone.com** for the nationwide database
 - Ensure you have the following:
 - Easy to understand utility maps showing where infrastructure runs to your buildings & sites like this:



- Have pictures or videos which show the property in the best light possible

Are your buildings and sites on your statewide economic development database?

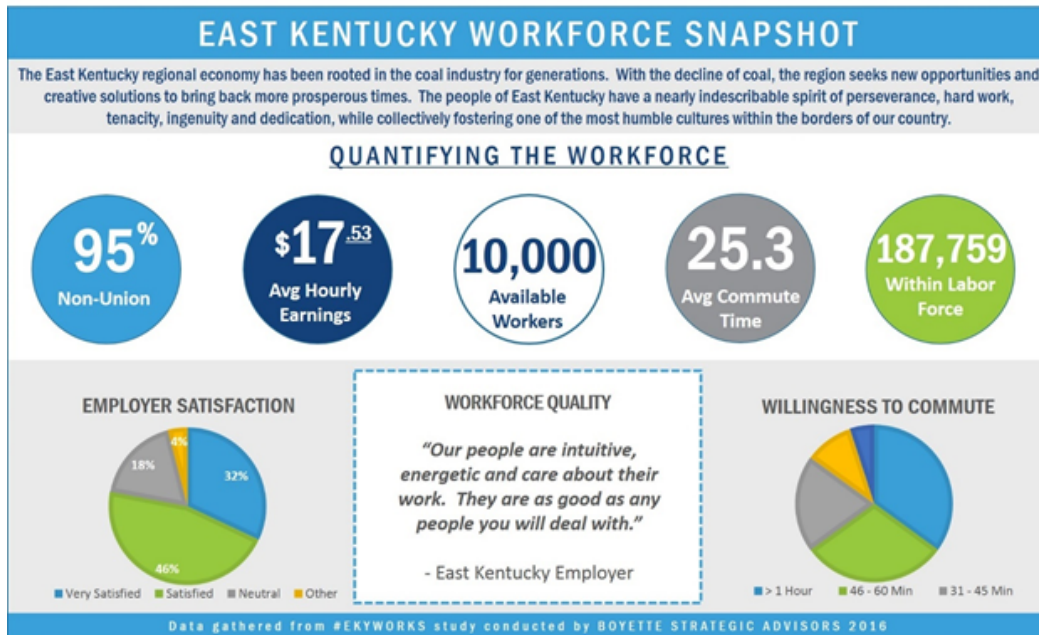
What national database are your buildings and sites on? (If none, we recommend www.locationone.com)

Do you have common sense to understand maps of infrastructure lines to your buildings & sites?

Do you have good pictures and videos for each building & site on the statewide and nationwide databases?

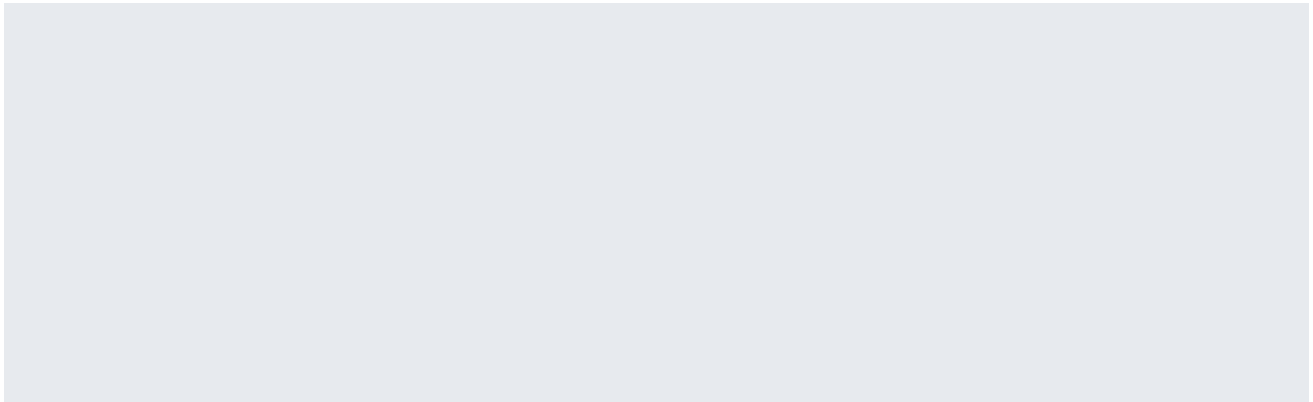
Does your website link to the statewide or nationwide database to your buildings and sites only?

- Labor Material Showing two Things:
 - Critical Mass to Labor in Your Region:
 - Brainstorm ways you can put “salesmanship” behind promoting your labor force, here is an example:



- Have pictures or videos which show the property in the best light possible

What could I do to create a “salesman” like pitch about our available labor on our website like above?



- How to Market How You Recruit, Screen, and Train from Priority #4 on your website:
 - See these examples, include case studies and testimonials:

How LED FastStart Works

LED FastStart employs a unique four-step process to create customized programs that ensure high-quality, flexible workers are prepared on day one and beyond.

1. ANALYZE

Every aspect of a company's proposed operation is analyzed.

LED FastStart® pairs its world-class team with a company's subject matter experts at any location in the world mirroring the new operations. If the company has a unique process, FastStart will work with the R&D and engineering departments to gather necessary critical data. Final approval of all plans rests solely with the client.

Analysis can include:

- Behavioral Skills
- Business Analysis
- Competencies Review
- Core Skills
- Cultural Analysis
- Needs Analysis
- Process Documentation
- Recruitment and Relocation
- Staffing Plans
- Technical Analysis
- Technology Transfer

2. ATTRACT

FastStart sets forth to find the best potential talent.

After a complete analysis of the company, FastStart determines the competencies and behaviors that match the cultural and technical abilities that will help define the most successful employee.

Tactics can include:

- Alumni Outreach
- Campus Visits
- Company Websites
- Corporate Concierge Services
- Corporate Recruiter Services
- Social Media Campaigns
- Recruitment Videos
- Targeted Career Fairs

3. EVALUATE

Pre-hire evaluations mean the best candidates are selected.

Critical data is collected for each applicant through behavioral interviews, job observations, situational role-playing, pre-employment training and hands-on simulations. Evaluations are scored and sorted, allowing the company to select the best candidates.

4. TRAIN

Customized and comprehensive training delivers a strong workforce.

Technical, team-based and soft-skills training programs are custom designed, sequenced and delivered to engage new employees. Learning curves are greatly improved and a company's productivity increases, resulting in a faster start and a better bottom line.

Training programs can include:

- Core Skills Training
- Customized Multimedia
- Interactive Training Modules
- Job-Specific Customized Training
- Mobile Learning Devices
- On-the-Job Training Guides
- Organization Development
- Quality Training
- Regulatory Training



AIDT's staff joined with our team to screen responses, schedule and participate in interviews at the state employment office. The result was a pool of highly trainable candidates.

Jim Phillips - Regional Human Resources Manager | ZF Chassis Systems | Tuscaloosa

“From pre-employment training, recruiting, advertising and skills upgrade training, AIDT has demonstrated a commitment to not only help Performance Contractors but become a foundation for furthering skilled craft training for all of industry and finding ways to create job growth opportunities within the community.”

Jason Williams - Business Development Manager | Performance Contractors, Inc. | Mobile, AL

How can I lay out specifically how we recruit, screen and train labor with case studies and testimonials included?

- How to Detail your Existing Industries & Support Companies on Your Website from Priority #1:
 - Key is to show you are near a critical mass of industries and/or support type companies that can supply an industry
 - Example:

Our Existing Industries Are A Billion Dollars Delta Strong





APAC
MISSISSIPPI, INC.
APAC
www.oldcastle.com An Oldcastle Company
Annual Revenue: \$11 Billion
Delta Location: Rosedale, Mississippi
Headquarters: Atlanta, Georgia
Delta Services: Asphalt Paving facility with locations at the Port of Greenville, Indianola and Greenwood.
About: Top Asphalt Producer in the USA



AUTOZONE
www.autozone.com Publicly Traded
Founded: 1979 **Annual Revenue:** \$9.2 Billion
Delta Location: Adjacent to the Delta
Headquarters: Memphis, Tennessee
Delta Services: World Headquarters Located Adjacent to the Delta in Memphis, Tennessee
About: Second Largest Retailer of Aftermarket Auto Parts in the USA



AXEL
AXEL CHRISTIERNSSON
AXEL CHRISTIERNSSON
www.axelch.com
Founded: 1888
Delta Location: Rosedale, Mississippi
Headquarters: Sweden
Delta Services: Manufactures Polyureas & Spindle Grease
About: Leading Producer & Supplier of Lubricating Greases in Europe and the USA



BAXTER INTERNATIONAL, INC.
www.baxter.com Publicly Traded
Founded: 1931 **Annual Revenue:** \$16 Billion
Delta Location: Cleveland, Mississippi
Headquarters: Chicagoland
Delta Services: Performs Pharmaceutical Preparation
About: Health Care Company



BAYER
www.bayer.com Publicly Traded
Founded: 1901 **Annual Revenue:** \$15 Billion
Delta Location: Multiple Locations
Headquarters: St. Louis, Missouri
Delta Services: Agricultural Products
About: Multinational Agrochemical & Agricultural Biotechnology Corporation



BORGWARNER
www.borgwarner.com Publicly Traded
Founded: 1880 **Annual Revenue:** \$8.3 Billion
Delta Location: Adjacent to the Delta
Headquarters: Auburn Hills, Michigan
Delta Services: Manufacturing Plant Located Adjacent to the Delta in Water Valley, Mississippi
About: Automotive Industry Supplier

Support Services

Our labor shed region, spanning from South Birmingham to North Montgomery, is home to many companies which can support your business if you locate here. The following are the numbers of companies in various lines of business located within our 10-county labor shed region:

Commercial Banking	157
Electrical Contractors and Other Wiring Installation Contractors	119
Computer Systems Design Services	105
Administrative Management and General Management Consulting Services	101
Engineering Services	92
Corporate, Subsidiary, and Regional Managing Offices	87
Custom Computer Programming Services	80
Janitorial Services	76
Commercial and Institutional Building Construction	69
Temporary Help Services	67

How can I best show the industries and support companies in my area to make it look like we have a critical mass near my area?

- Maps needed on your website
 - Build maps showing you are close to the type of industries you want to target
 - Make the maps attractive and “sales” like
 - Example:



What type of manufacturers most often consider our area?

What maps do I need to show them we are near a critical mass?

- How to promote your incentives on your website which you inventoried and created in previous steps:
 - Get rid of the jargon, put all your incentives into buckets with titles which make common sense like: cash grants, financing options, payroll rebate, workforce training, reduction of real estate costs, etc.
 - Make sure to include your local difference making incentives, plus state incentives, plus federal incentives like New Market Tax Credits and Opportunity Zones
 - Example:

Quick Links

- [Cash Grant Combined With a Financing Program](#)
- [Cash Grants](#)
- [Reduction of Overhead and Startup Costs Cash or Reduced Real Estate](#)
- [No State Taxes](#)
- [Workforce Training Cash](#)
- [Financing Programs](#)

Is how I describe our incentives filled with jargon or can a non-economic developer understand them in common sense terms?

- How to promote your utilities on your website which you inventoried in Priority #1:
 - Outline capacity and/or cost advantages each utility has
 - Example:

Electricity Supplier

AEP-SWEPCO

- Electric Power is cheaper in the Shreveport/Bossier area than the national average
 - AEP – SWEPCO average Industrial rate is 1.5% less expensive than the state average, 33.1% less than the national average!
 - AEP – SWEPCO also has incentives with the maximum benefit of a 3-year demand charge reduction of 40% in year 1, 30% in year 2, and 20% in year 3 for projects over 1MW and that create more than 31 jobs.



Natural Gas Supply

Centerpoint Energy

Shreveport/Bossier is sits atop the Haynesville/Bossier Shale area

- Estimates indicate 304 Tcf of recoverable natural gas for the combined Haynesville and Bossier formations.



How will I promote the cost and capacity advantages my utilities have on my website?

- How to promote your utilities on your website which you inventoried in Priority #1:
 - Do not just list the names of your public school system or college, list awards they have won, special programs they have, things that make them different from other school systems or colleges.
 - Example:

Primary Education

The Ascension Public School System is ranked as the **4th best school district in Louisiana** in the Louisiana Department of Education's 2016-2017 Louisiana School Report Cards. Ascension achieved an "A" rating for the sixth consecutive year with an overall score of 110.4, up from 109.3 last year, and is ranked No. 4 among public school districts in the state.

Our four-year graduation rate exceeds the national average by 6% and the state average by 12%. Ascension's average ACT score of 20.5 exceeds the state average of 19.2 and the national average of 19.7% of states that test 100% of students.

TOP 4 Districts: 2016-17 LA School Report Cards

#1	115.6	Zachary Community Schools
#2	110.7	Plaquemines Parish Schools
#3	110.5	Central Community Schools
#4	110.4	ASCENSION PUBLIC SCHOOLS

Source: LA Department of Education

Aerospace Education, Research & Development in Our Region:



- Since 1985, National Institute for Aviation Research (NIAR) at Wichita State University (WSU) has made a name for itself as the most capable university-based aviation research center in the U.S., providing research, design, testing, certification and training to the aviation manufacturing industry, government agencies and other clients that can benefit from our services. With 320,000 sq. ft. of research and office space, NIAR is home to several labs, including: Advanced Coatings, Aging Aircraft, CAD/CAM, Composites & Advanced Materials, Computational Mechanics, Crash Dynamics, Environmental Test, Full-Scale Structural Test, Mechanical Test, Metrology, Nondestructive Test, Virtual Reality and the Walter H. Beech Wind Tunnel. As a department of WSU, NIAR operates on a non-profit budget that has steadily increased to more than \$46 million in 2013. NIAR is also home to the FAA Center of Excellence for Composites and Advanced Materials (CECAM) and the National Center for Advanced Materials Performance (NCAMP), which is funded through the FAA and Air Force Research Laboratory. Our clients include Boeing, Bombardier Learjet, Cessna, Beechcraft and Spirit Aerosystems.
[Click here to learn more](#)



- Managed by Wichita State University Tech, the National Center for Aviation Training (NCAT) is the world's premier facility for the development of a skilled aviation manufacturing workforce.
[Click here to learn more](#)

What special awards or programs can I feature about our public schools?

Community colleges?

Universities?

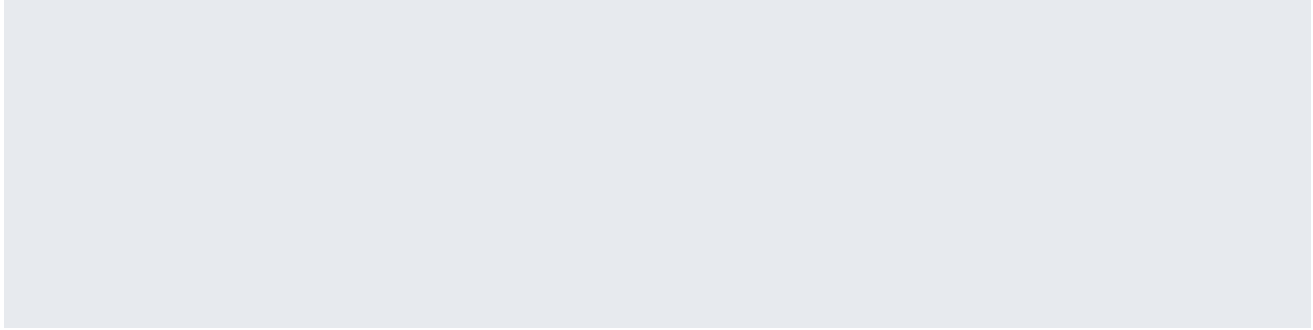
- How to promote your demographics on your website:
 - Don't just list the demographics for your community, list them for your entire labor shed region
 - Example:

Demographics

The following demographic information is for Chilton County and its labor shed of a 60-min drive time radius:

	Chilton County	Labor Shed
Total Population	44,289	569,748
> Total Working Age Population	35,659	464,457
>> Not in Labor Force (15+)	15,473	191,360
>> Labor Force	20,186	273,097
>>> Employed	19,647	265,333
>>> Unemployed	539	7,764
> Under 15	8,629	105,291

Where can you find regional demographics to add to your website, so you are not only showing your community's demographics?



- How to place your contact info on your website:
 - Place multiple links to your phone number and email on each page of your website, make it easy to contact you.

#6 Priority: Do Marketing to Get Your Community “On the Map” (01:25:45)

Tip: If you are located in a remote area not near an interstate, you will need to target manufacturers which make big, expensive parts which are low volume.

- Use the following inbound marketing techniques to generate prospect activity from industrial decision makers in other “Red” counties
 - Testimonial Videos
 - Create testimonial videos from your top manufacturers’ plant managers or HR managers with them detailing why the area is a good place to do business.
 - These can be as short as one minute.
 - Once you create these, post to your LinkedIn and share with the plant manager or HR manager you interviewed and encourage them to share on their LinkedIn profiles
 - By having them share on LinkedIn, their connections will see the testimonial video, and their connections are likely to suppliers or customers of theirs who could also be successful in your community
 - If you really want to get aggressive, you can then pay LinkedIn to bring up this video ad to people who you are not connected with in various “Red” counties to people with manufacturing in their profile across America
 - You can repeat the same process above by having:
 - Case Studies
 - Podcasts – note, if you don’t have enough industries to do at least one podcast per month, you should likely not try podcasting

- In both case studies and podcasts, it is critical to interview your plant managers and HR managers and get them to share the post on their LinkedIns so their connections see the content.
- Do not just do this once, you need to be creating new content or resharing previously posted content at least monthly.

Which inbound marketing technique will you use to generate prospect activity? Case studies, podcasts, or testimonials?

Do you currently have a LinkedIn account? If not, you will need one for this to work.

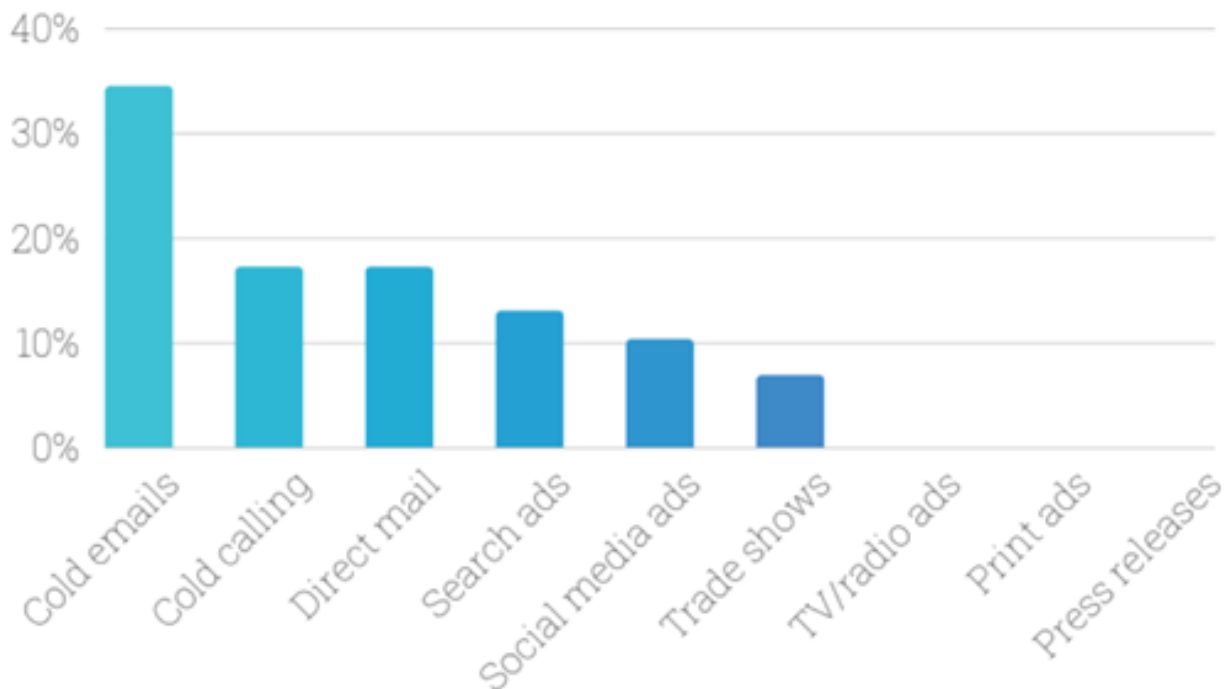
Who will you feature in your first five pieces of content?

- Use the following outbound marketing techniques to generate prospects:
 - Go to tradeshow with some of your most successful companies
 - You will meet people in similar industries who can be successful in your town

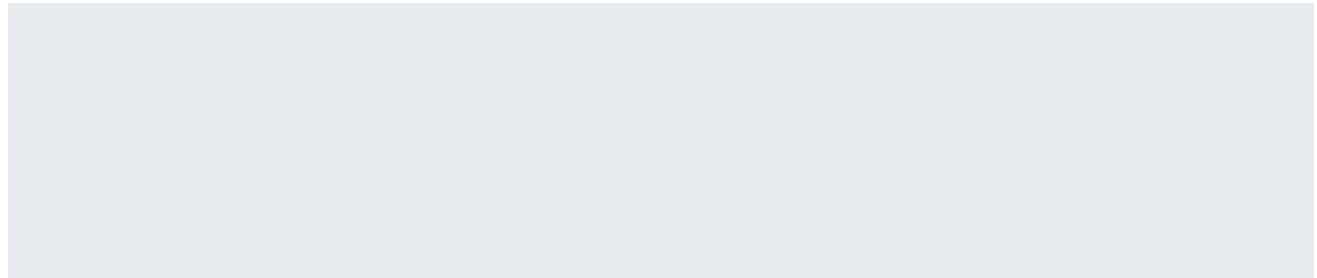
- Pay a lead generation firm to set you meetings with manufacturers in “Red” counties
 - If you have at least \$15,000 in marketing money to spend, you can pay a lead generation firm to set you up meetings with manufacturers in “Red” counties.
 - So, you would tell the lead generation firm that you want to go spend time in city xyz the week of October 15th. You say I want you to set me meetings with manufacturers around this city in “Red” counties with at least \$50 million in revenue. The lead generation firm then sets you in-person meetings with 5-10 companies in the area.
 - We recommend **www.researchfdi.com** for these services
 - Chad Chancellor did 100 meetings per year like this in his previous role before founding Next Move Group.
- Send 1,000 emails per day to manufacturers in “Red” counties.
 - You can use **www.infousa.com** to download a list of decision makers for manufacturing companies, they charge around 15 cents per email.
 - We recommend downloading a list of 20,000 emails which you then send 1,000 per day, repeating monthly.
 - We recommend using mailchimp.com as your emailing provider.
 - To learn more about this see our “Reshoring 3 Video: Email Marketing”

- You should be able to run this whole program for less than \$7,000/year and it should generate between 10-20 good prospects interested in your area for you in one year.
- Cold call manufacturers in “Red” counties.
- If you really want to build upon the email marketing in the step below, use **www.upwork.com** to find a freelance call center employee to call all the companies which open and click your emails once a week to try to set web meetings for you.
 - You can easily do this for less than \$100/week.

Which outbound marketing tactic is the MOST effective going into 2019?



Which of the four outbound marketing tactics are you interested in using to generate manufacturing prospects for your community? (Do not pick a strategy yet, we will show you some sample budgets next which could sway your decision).

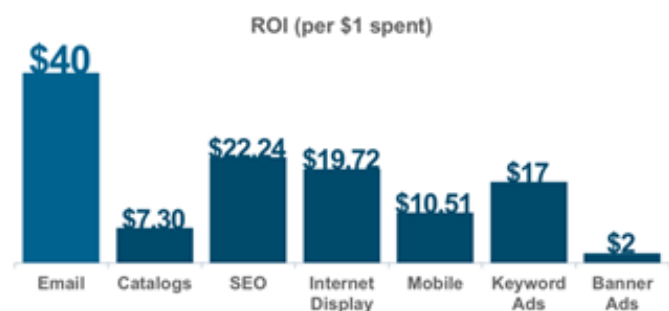


Sample Marketing Budgets:

- Sample Marketing Budget of \$1,000
 - Setup an auto email campaign which goes to 3rd party “Super Connectors” each month who can bring you prospects. These campaigns should have information about your existing industries, real estate, and value proposition

Monthly Email Marketing to Super Connectors

- State Economic Development Officials
- Utility Economic Development Officials
- Site Selectors
- Existing Industry in your Community
- Engineers Within a 200-mile radius
- Corporate Bankers Nationwide
- Corporate Attorneys Nationwide
- Real Estate Agents Within a 200-mile radius



Use MailChimp, ConstantContact, Active Campaign, etc.

- Sample Marketing Budget of \$5,000
 - Add emailing 1,000 manufacturers a day in “Red” counties, for a total of 20,000 emails which repeats monthly to your email marketing strategy.
 - This will cost you about 15 cents per email plus the cost for an email hosting system which should be no more than \$300/month.
- **Add Monthly Email Marketing to 1,000 Targeted Companies Per Day**
- **Plus, Monthly Email Marketing to Super Connectors**
 - State Economic Development Officials
 - Utility Economic Development Officials
 - Site Selectors
 - Existing Industry in your Community
 - Engineers Within a 200-mile radius
 - Corporate Bankers Nationwide
 - Corporate Attorneys Nationwide
 - Real Estate Agents Within a 200-mile radius

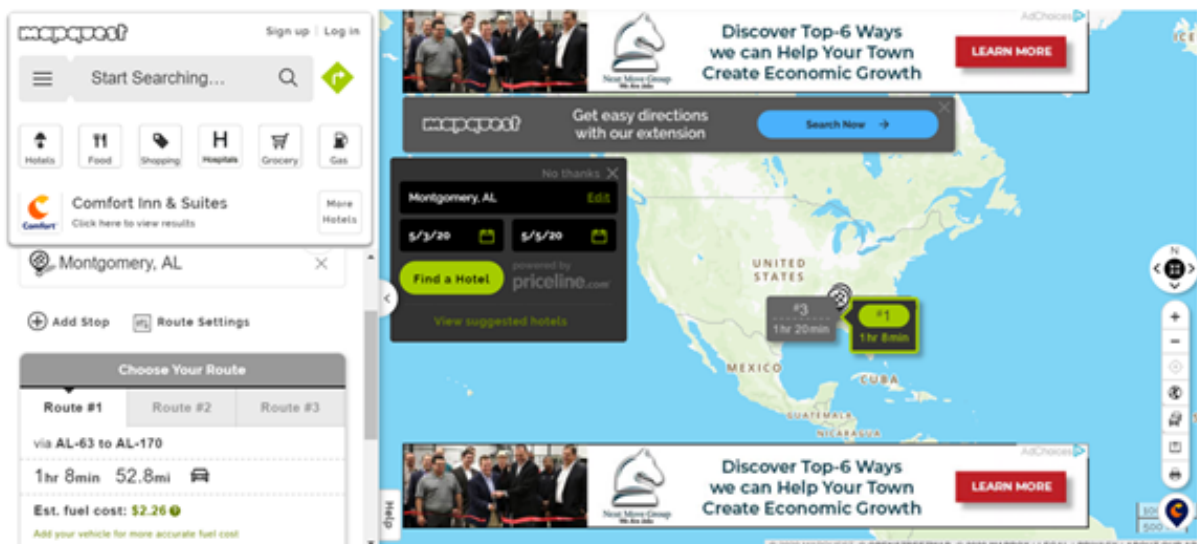
Use MailChimp, ConstantContact, Active Campaign, etc.

- Sample Marketing Budget of \$10,000
- **Add Podcasts with existing industry leaders**
- **Add “Caller ID” type web hit tracker**
- **Keep Monthly Email Marketing to 1,000 Targeted Companies Per Day**
- **Keep Monthly Email Marketing to Super Connectors**
 - State Economic Development Officials
 - Utility Economic Development Officials
 - Site Selectors
 - Existing Industry in your Community
 - Engineers Within a 200-mile radius
 - Corporate Bankers Nationwide
 - Corporate Attorneys Nationwide
 - Real Estate Agents Within a 200-mile radius

CALLER ID FOR THE PAGES		
A new company has visited thenextmovegroup.com for the first time!		
Company Details		
Company:		
Address:	1025 West NASA Boulevard Melbourne, Florida 32919	
Telephone:	321-727-9200	
Website:	harris.com	
Industry:	Search And Navigation Equipment [1012]	
Revenue:	\$1,000,000,000+	
No. Employees:	10,000 to 25,000	
Social:	  	
Website Activity (10/10/2015)		
New Content added for 28, 2015-11-10 (Source: Google Analytics)		
1.	 thenextmovegroup.com (Home Page)	62.40
2.	 subselect.com	10.00
NOTE: This is the recorded output at the time this report was generated. View your CRM leads reports for more information.		

- Sample Marketing Budget of \$20,000
- Keep everything in the previous budgets plus add:
 - Display advertising at tradeshows, so people in certain hotels see your ads on popular weather and news websites.
 - Creating opt-in forms on your website where prospects reveal themselves to you
 - Hire a cold caller to call people who open your emails

Display Advertising to Targeted Tradeshows



Recorded Webinars Which People Sign Up For on Your Website

Reserve your seat:

WEBINAR SPEAKERS:

Chad Chancellor

WEBINAR TOPIC:

Don't pay more in overhead costs than you have to without knowing of programs your small to mid-sized company can access which the Fortune 100 companies use to fatten their bottom line.

WHAT YOU WILL LEARN:

Chad will describe the Top 8 incentives that small to mid-sized companies need to know about.

This is information that you can't get any where else, with the recorded webinar broadcasting every 10 mins...

RESERVE YOUR SEAT

Webinar recording broadcasted every 10 mins...

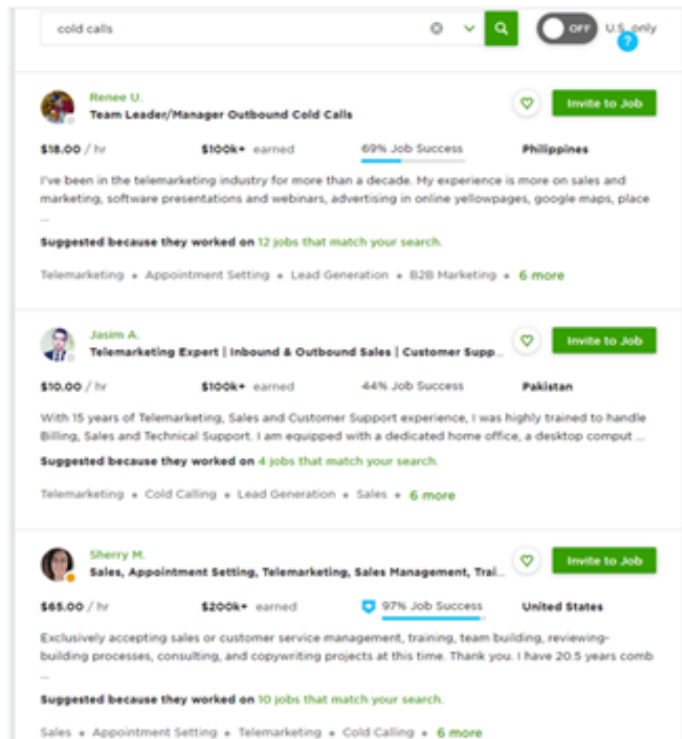




Register Your Spot Now!

Your Local Time: 10:09 PM

Hire someone to cold call the people who open the 1,000 emails sent per day



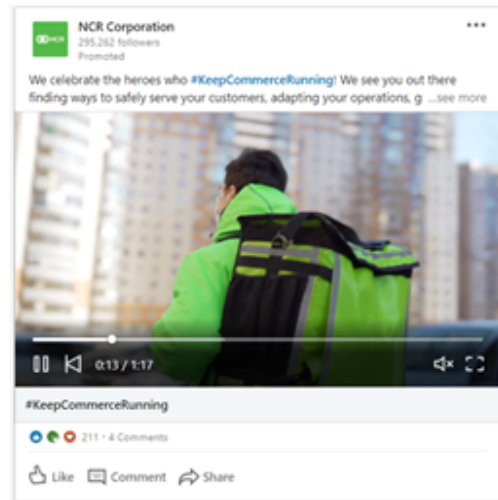
- Sample Marketing Budget of \$35,000
- Keep everything in the previous marketing budgets, plus add:
 - Two outbound prospecting trips to “Red” counties setup by a lead generation firm, we recommend **www.researchfdi.com**

Pay a lead generation firm to setup 2 outbound prospecting trips.



- Sample Marketing Budget of \$50,000
- Keep everything in the previous marketing budgets, plus add:
 - Video marketing to people with manufacturing in their profile to “Red” counties

Video marketing to Targeted LinkedIn Campaign



- Sample Marketing Budget of \$100,000
- Keep everything in the previous marketing budgets, plus add:
 - Increase your lead generation trips to Six, and add two trips to tradeshows where lead generation firms set you meetings with decision makers, we recommend **www.researchfdi.com**

- Pay a lead generation firm to setup 6 outbound prospecting trips.
- Pay a lead generation firm to setup meetings at 2 targeted tradeshows



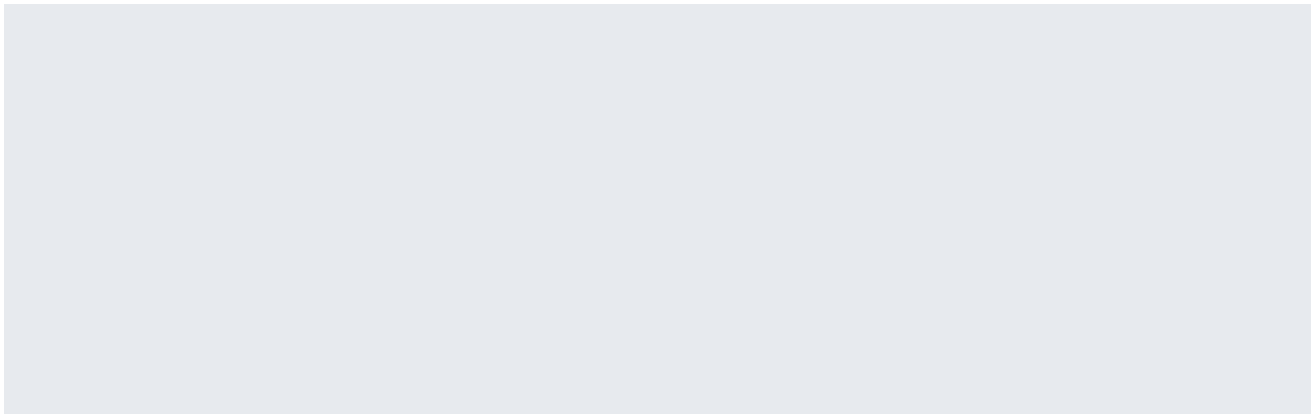
With these sample budgets in mind, what inbound marketing efforts do you plan to undertake?

With these sample budgets in mind, what outbound marketing efforts do you plan to undertake?

#7 Priority: Answer RFIs to Impress State, Utility, and Site Selector Partners (01:47:58)

- When you get an RFI you need to be more interested in impressing the state, utility, and site selector than winning the project.
 - Once you impress these people, they can be the source of many more prospects for you.
- One good way to impress them is to work in your value proposition from Priority #2 throughout your answers.

For each RFP you get, make sure you get the following value proposition answers inserted into the proposal:



Avoid These Common Mistakes: (01:49:46)

- Most Common Mistake – Local People Buy Building Out From Under You & Change the Deal
 - Ways you can offset this:
 - Option
 - First Right of Refusal

- Other Mistakes:
 - Utilities Pricing
 - If one of your utilities pricing is very high, you need a plan to offset that cost.
 - Elected Officials should act as offensive line and the economic developer should be the quarterback
 - To win a deal the economic developer has to be the skill player with the elected officials paving the way for them
 - At an announcement or groundbreaking reverse the order and make it all about the elected officials
 - Spending all your time “Preparing” and none “Playing the Game”
 - You can never be totally prepared, you learn more by competing and losing than by simply preparing
 - Not knowing all the pots of money you can access
 - In most small towns, you qualify for New Market Tax Credits and USDA Rural Development both which you need to know about

Cash Grant Combined With a Financing Program

New Market Tax Credits

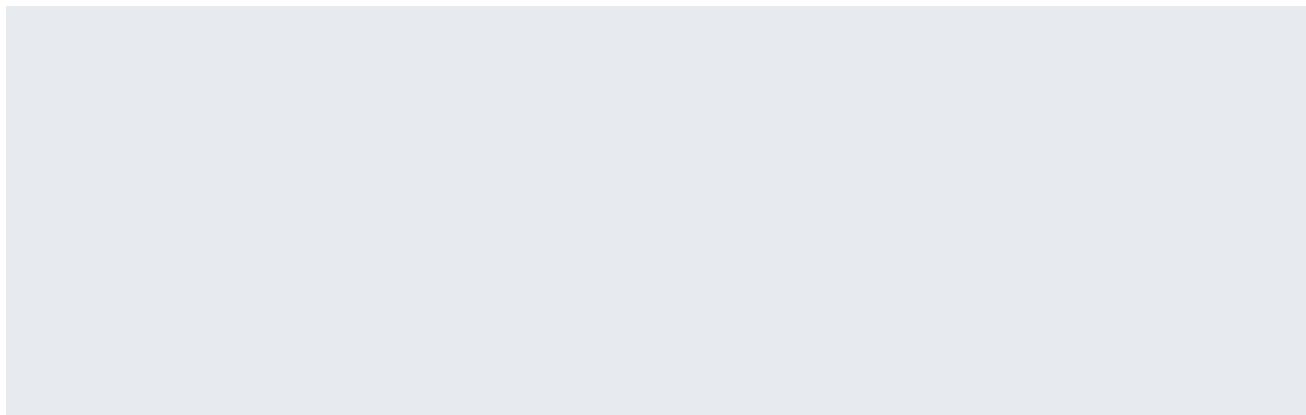
- **Financing Component:**
 - Projects which will have a significant economic impact and invest more than \$5 million should consider this option.
 - Financing provides for interest only payments for 7 years.
 - At the end of Year 7, the principal on the note is due and is typically refinanced into a traditional loan with approximately 20% of the debt being forgiven if the project has hit its goals.
- **Cash Grant Component:**
 - At the end of Year 7, if you have hit your goals, approximately 20% of the debt associated with the project is forgiven.

USDA Rural Development

Business and Industry Loan Guarantee

- Loan guarantee up to \$25 million to lenders for loans pertaining to business real estate, buildings, equipment, supplies, working capital, and debt refinancing. Lenders and borrower negotiate terms. Up to 30 years for real estate, 15 years for machinery and equipment, and 7 years for working capital.
 - Loan guarantee for up to 80% of the loan should get your company a better interest rate from the lender.
 - Guarantee is up to 80% for loans of \$5 million or less
 - Guarantee is up to 70% for loans between \$5 and \$10 million
 - Guarantee is up to 60% for loans between \$10 million and \$25 million
- Rural Business Development Loan and Grant program which is run through the local utility organization
 - The utility borrows the money for 10 years at 0% interest to create a revolving loan fund which they can lend to your project.
 - Money can be used for: Business expansion needs, fixed assets, real estate, buildings, equipment, or working capital.
 - Up to \$1.3 million may be requested (\$300,000 grant and \$1 million loan)

What incentives does my community qualify for because we are rural?



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