



# Chukuni

Communities Development Corporation

July 2024 SMALL BUSINESS NEWSLETTER



2024 CHUKUNI  
BUSINESS  
AWARDS

*save the  
date*

SEPTEMBER 21, 2024



# Chukuni Communities Development Corporation

## Did you know about?

### Our Purpose

The Chukuni Communities Development Corporation is funded by Federal Economic Development Agency for Northern Ontario for the purpose of creating and maintaining employment through small business development.

### Our Mandate

The goal of the Chukuni Communities Development Corporation is to help strengthen the economies of the Ear Falls, Red Lake and surrounding area by assisting entrepreneurs in the development or expansion of local small and medium-sized enterprises (SMES) and the promotion of tourism.

### Our Mission Statement

The mission of the Chukuni Communities Development Corporation is to support the future and development of the Chukuni area by providing both organizations and individuals with services related to:

- Strategic Community Planning
- Facilitation, Promotion, Partnership and Co-ordination of Local Initiatives
- Access to Capital
- Business Support Services

### Vision Statement

The vision of the Chukuni Communities Development Corporation is for the Chukuni area to become a regional centre for Ontario's far north and to achieve the economic, social and environmental prosperity and sustainability of the area through planning based upon the community's values and needs.

### Our Financial Services

#### Brief Overview

The Chukuni Communities Development Corporation has a maximum of \$150,000 to invest per business venture. This investment can be in the form of a loan, loan guarantee, or equity participation. Repayment plans can be flexible and tailored to the business's cash flow. The base lending rate is prime +2%; this may be adjusted upwards depending on the risk factor.

Loan applications are presented to and approved by the Business Development Committee at their monthly meetings. The Business Development Committee is



comprised of local community members from our delivery area (Ear Falls and Red Lake) that are interested in helping to facilitate the creation of new businesses and employment.

We offer loans for the following:

- Business Start-up
- Business Expansion
- Purchase of Existing Business
- Purchase of Assets
- Working Capital
- Consolidation of Business Debt

Qualification for Financial Assistance

Feasibility of the business idea:

- Personal business experience, skills, credibility, and drive
- Job creation or job preservation
- Economic impact
- Risk of investment

## Upcoming Webinars



[Click here to book your spot.](#)

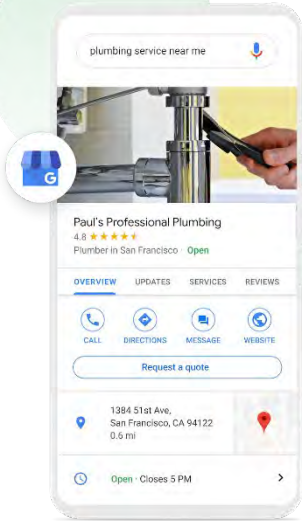


[Click here to book your spot.](#)

Join Camp Tech online for live workshops on July 17 to learn in simple language you can understand **Google Analytics 4 for Beginners** and on July 17<sup>th</sup> and **Hands On: How to Craft Marketing Material with ChatGPT, Copy.ai, and Canva** on July 24<sup>th</sup>

Tickets are just \$25 each.

Photo by Google



## Does Your Business Need a Google Business Profile?

In today's digital age, having an online presence is crucial for businesses of all sizes and locations. For businesses in Northwestern Ontario, a Google Business Profile (formerly known as Google My Business) can be a game-changer. This article explores the benefits (and cautions) of having a Google Business Profile and provides a step-by-step guide on how to create one.

## Benefits of a Google Business Profile

### Increased Visibility

A Google Business Profile helps your business appear in local search results and on Google Maps. This increased visibility can attract more customers who are searching for services or products you offer in your area.

### Enhanced Credibility

Having a verified Google Business Profile adds credibility to your business. Customers are more likely to trust and choose businesses that have a strong online presence with positive reviews and up-to-date information.

### Customer Engagement

With a Google Business Profile, you can interact with customers by responding to reviews, answering questions, and posting updates about your business. This engagement helps build a loyal customer base and improves customer satisfaction.

### Insights and Analytics

Google provides valuable insights into how customers find your business, what they search for, and how they interact with your profile. These analytics can help you make informed decisions to improve your business strategies.

### Cost-Effective Marketing

Creating and maintaining a Google Business Profile is free. It offers a cost-effective way to market your business and reach a wider audience without significant investment.

## How to Create a Google Business Profile

### Sign In to Google

If you don't already have a Google account, you'll need to create one. Sign in to your Google account and go to the Google Business Profile page.

### Enter Your Business Name

Enter the name of your business. If your business name appears in the drop-down menu, select it. If not, click "Add your business to Google."

### Choose Your Business Category

Select the category that best describes your business. This helps Google show your business to the right customers.

### Add Your Location

If you have a physical location that customers can visit, enter your address. If you offer services without a physical storefront, you can list your service area instead.

### Enter Contact Information

Provide your business phone number and website URL. This information helps customers contact you directly.

### Verify Your Business

Google will ask you to verify your business. This can be done via mail, phone, or email. Verification ensures that your business information is accurate and that you are the rightful owner.

### Complete Your Profile

Add additional details such as business hours, photos, and a description of your business. The more information you provide, the more attractive your profile will be to potential customers.

### Manage and Update Your Profile

Regularly update your profile with new photos, posts, and any changes to your business information. It's important to respond to messages and reviews promptly.

## Cautions to keep in mind when creating a Google Business Profile

### Accurate Information

Ensure all the information you provide is accurate and up to date. Incorrect details can mislead customers and harm your business reputation.

### Verification Process

Be prepared for the verification process, which can take some time. Make sure you follow the instructions carefully to avoid delays.

### Managing Reviews

While positive reviews can boost your business, negative reviews can impact your reputation. It's important to respond to all reviews professionally and constructively.

### Regular Updates

Keep your profile updated with current business hours, contact information, and any changes in services. An outdated profile can frustrate customers.

### Compliance with Guidelines

Adhere to Google's guidelines for business profiles. Violating these guidelines can result in your profile being suspended or removed.

### Privacy Concerns

Be mindful of the information you share. Avoid posting sensitive or personal information that could compromise your privacy or security.

By being aware of these cautions, you can effectively manage your Google Business Profile and maximize its benefits for your business.

## Conclusion

A Google Business Profile can be an essential tool for businesses in Northwestern Ontario. It has the potential to enhance your online presence, build credibility, and help you connect with customers. By following the steps outlined above, you can create and maintain a Google Business Profile that drives growth and success for your business.

This article was created using the assistance of Microsoft Co-Pilot. Google.com was listed as the source of the above information.

# WHAT IS GOOGLE MY BUSINESS?

## (AND WHY SHOULD SMALL BUSINESSES USE IT)

Google My Business is a free tool set up by the search engine giant to help businesses take control and ownership of their brand and location. If you haven't started using it already, you're running the risk of customers either not finding you or reading incorrect information.



### Google My Business Allows You to:



Get noticed by genuine potential customers<sup>1</sup>

Manage your reputation<sup>2</sup>

Generate more business<sup>3</sup>

### Small Businesses Use Google My Business Because:



**4 out of 5** customers use search engines for local information.



**70%** of customers visit a store or make a purchase after a search.



**85%** of people trust online reviews as much as personal recommendations.

## Upcoming Events



**Save the Date**  
**HOME-BASED BUSINESS**  
*Trade Show*

SATURDAY **OCTOBER 5**

Details to follow

 **CHUKUNI**  
Communities Development Corporation



**SAVE THE DATE**

**2024**  
**JOB FAIR**

Thursday, October 17th  
Details to follow

 **CHUKUNI**  
Communities Development Corporation

 **RED LAKE CAREER AND EMPLOYMENT SERVICES**

"Cultivate a deep understanding of yourself - not only what your strengths and weaknesses are but also how you learn, how you work with others, what your values are, and where you can make the greatest contribution. Because only when you operate from strengths can you achieve true excellence."

**Peter Drucker**

### **SMALL BUSINESS NEWSLETTER**

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**Canada**