

**Message Testing Survey**

Recruiting Method: Online Invitation Only

**Text for email invitation for Small Business Owners and Aspiring Owners:**

The U.S. Small Business Administration (SBA) has contracted with Marketing Maven to conduct a series of message testing surveys to determine the effectiveness of various SBA marketing materials. Marketing Maven Public Relations, Inc. will be assisted by its subcontractor, ThinkNow Research.

The targeted survey participants are small business owners. We are contacting you because you have self-identified as a business owner who is willing to participate in surveys like this one.

Participation in this survey is voluntary; however, your cooperation would help SBA ensure that communication materials are developed based on an effective creative concept that connects with the intended audience. If you would like to participate in this 15-minute survey, please click on the link below.

Thank you for your time.

**[link]**