

SBA's Women's Digital Initiative Discussion Invitation

Dear [PERSONALIZED],

The [U.S. Small Business Administration](#) (SBA) is committed to serving the needs of entrepreneurs with innovative, accessible, and high-quality services, resources, and educational opportunities. The SBA is currently developing a digital learning platform specifically for women business owners who want to scale and expand their businesses.

As a female entrepreneur, we would greatly appreciate your input on this new product offering. I invite you to participate in a brief telephone interview to gain your opinions and insights on what would appeal to you to help make this initiative a success.

The SBA is partnering with LMD Agency, a strategic communications firm, on this effort. LMD Agency's Director of Insights & Strategy, Kristen Newton, and her team will conduct the interviews on behalf of the SBA. Your participation is entirely voluntary, and your responses will be anonymous and non-attributable. Interviews will take 30-60 minutes, depending on your availability.

To participate, click on the link below. Select the date and time for your interview that is most convenient for your schedule (**please choose only one date and time**), and provide a phone number where you can be reached at that time.

[LINK TO SCHEDULER, TBD AFTER OMB APPROVAL]

LMD Agency will contact you at least 24 hours prior to your interview to confirm.

Thank you in advance for your consideration and help.

Sincerely,

[Executive Sponsor]



U.S. Small Business
Administration