



# Work Flow

A Resource Guide for Entrepreneurs

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# **Work Flow**

**FIRST EDITION**

A Resource Guide for Entrepreneurs

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Elsa Economic Development Corporation

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## DEDICATION

This e-Book goes out to all the hustlers, the DIY-ers, small business owners, dreamers, and action-takers who are and will never stop chasing their dreams.

# INTRODUCTION

You've got that spark – an idea for a business that excites you to your core. But what's next? How do you transform that flicker of passion into a roaring flame of a successful venture? If you're pondering these questions, know that you're not alone.

Just like you, I stood at this crossroads a few years back. I remember the thrill of my business idea and the daunting uncertainty of what to do with it. The journey from a raw idea to a thriving business was like navigating a maze with no map.

Fast forward to today, and the path looks clearer, thanks to the invaluable relationships and connections we've built in the Rio Grande Valley. We've connected with resource partners, fellow entrepreneurs, and trailblazers who have all contributed pieces to the puzzle.

This ebook is the culmination of those experiences and connections. It's more than just a guide; it's a living document crafted for you, the entrepreneurs of the Rio Grande Valley. Here, you'll find a treasure trove of local resources and a curated selection of online tools, websites, and apps. These are the building blocks that will help you establish efficient processes and systems, turning your business into a well-oiled machine.

Whether you're drafting your first business plan or refining your operational workflow, this resource map is your companion on this exciting journey. Dive in and discover the tools and inspiration that will keep your business thriving.

Welcome to the first edition of "Work Flow - A Resource Guide for Entrepreneurs."

Enjoy the journey!

# FUNDING OPTIONS

Embarking on the entrepreneurial journey often starts with one key question: How will I fund my business? Fortunately, the landscape of funding options is diverse and accessible, especially here in the Rio Grande Valley. From local banks eager to support community businesses to nonprofits backed by the Small Business Administration (SBA) like LiftFund, a plethora of avenues await your exploration.

Each of these options offers unique benefits, tailored to different business needs and stages. This list will guide you through various funding sources, helping you find the right fit to fuel your business dream.

## RIO BANK

Mirtha Garcia  
President - Elsa Banking Center  
m.garcia@rio.bank  
956-567-3005

## TEXAS NATIONAL BANK

Lupita Borrego  
Lending Assistant  
lborrego@texasnational.com  
956-520-7025

## PEOPLE FUND

300 S. Closner Blvd  
Edinburg, Texas  
peoplefund.org  
956-222-0017

## LIFTFUND

220 N 10th St  
McAllen, Texas  
liftfund.com  
888-215-2373

## EERO FUNDING

Eric Luebanos  
956-655-4136  
National Commercial Lending

# NETWORKING

ROTARY CLUB

CHAMBERS


RGV PARTNERSHIP

# GRAPHIC DESIGN & IMAGERY

In today's fast-paced digital world, the visual aspect of your business plays a pivotal role in capturing attention and conveying your message. Fortunately, the evolution of technology, especially the rise of Artificial Intelligence (AI), has made graphic design and image creation more accessible than ever.

Whether you're crafting marketing materials, designing a website, or simply looking to enhance your social media presence, there's a plethora of tools at your fingertips. These tools range from user-friendly design software for beginners to advanced platforms harnessing AI for sophisticated designs. This page highlights a few of our favorite tools that combine ease of use with powerful features, helping you bring your creative vision to life effortlessly. Embrace these resources to make your business visually stunning and engaging.

CANVA 

DALL-E 

ADOBE FIREFLY 

PEXELS

GRAPHIC RIVER

MIDJOURNEY 

PHOTOROOM 

# CHAT BOTS

In today's fast-paced digital world, the visual aspect of your business plays a pivotal role in capturing attention and conveying your message. Fortunately, the evolution of technology, especially the rise of Artificial Intelligence (AI), has made graphic design and image creation more accessible than ever. Whether you're crafting marketing materials, designing a website, or simply looking to enhance your social media presence, there's a plethora of tools at your fingertips.

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CHAT GPT 

BARD 

structure of a prompt

Take on the persona of  
[Expert Persona].

[Verb][Format & Length]  
[Objective]

The output should include  
relevant [Data].

the writing style is [Tone of Voice]  
targeted towards  
[Audience].



# PRODUCTIVITY TOOLS

Productivity tools like Textidly, Mailchimp, and Zapier are invaluable for streamlining business operations. Textidly enhances SMS marketing and customer communication, while Mailchimp offers comprehensive tools for effective email campaigns. Zapier connects and automates workflows across various apps, saving time and reducing manual effort. Together, these tools significantly boost efficiency, allowing business owners to focus on growth and innovation.

ZAPIER

TEXTEDLY

MAILCHIMP

CALENDLY

GOOGLE DRIVE

DROP BOX

LINQ

# VIDEO EDITING

Video tools, ranging from native editors in platforms like YouTube, Instagram, and TikTok to AI-enhanced software like CapCut, OpusClips, and Descript, are revolutionizing content creation. These tools cater to the growing need for high-quality video content in the digital space. Native editors in social media platforms like YouTube, Instagram, and TikTok offer user-friendly interfaces for quick edits, filters, and effects, making them ideal for creating engaging content directly within the apps.

AI tools like CapCut provide advanced editing features with an intuitive design, perfect for more sophisticated video projects. OpusClips offers unique AI-driven editing capabilities, streamlining the video creation process. Descript goes a step further, combining video editing with transcription and AI, allowing for seamless editing of video content via text.

Together, these tools empower entrepreneurs and creators to produce professional-grade videos with ease, enhancing their digital presence and engaging their audience more effectively.

INSTAGRAM

TIKTOK

YOUTUBE

CAPCUT 

OPUS CLIPS 

DESCRIPT 