



# Do you have a business coach to help you?

- You can get the help you need **for free**.
- Join MicroMentor, an online platform, to connect with experts who have the skills you need.
- You choose your mentors and decide together how often or little you meet.
- GoDaddy partners with MicroMentor so you have free, expert help as you work through business challenges, like creating an effective marketing strategy or improving your leadership skills.

Go to [micromentor.org/godaddy](https://micromentor.org/godaddy)





micromentor.org/godaddy

# The Benefits of Business Mentoring



Entrepreneurs who connect on MicroMentor **increase their revenue by 9%** with the help of a business mentor.



Entrepreneurs who connect on MicroMentor are **19% more likely to survive** the first year of business with the help of a business mentor.



28% of entrepreneurs who connect on MicroMentor say that their mentor helped them **address the impacts of COVID**



## How to use MicroMentor through Empower by GoDaddy 4





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# How Can Mentors Support?

## Top Expertise Offered

Leadership
Business Strategy
Business Planning
Business Development
Planning and Goal Setting
Marketing Strategy

## Top Mentor Industries

Business Consulting
Computer Services & IT
Digital Marketing & E-Commerce
Education & Training
Marketing & Advertising
Financial and Insurance Services



Empower by GoDaddy

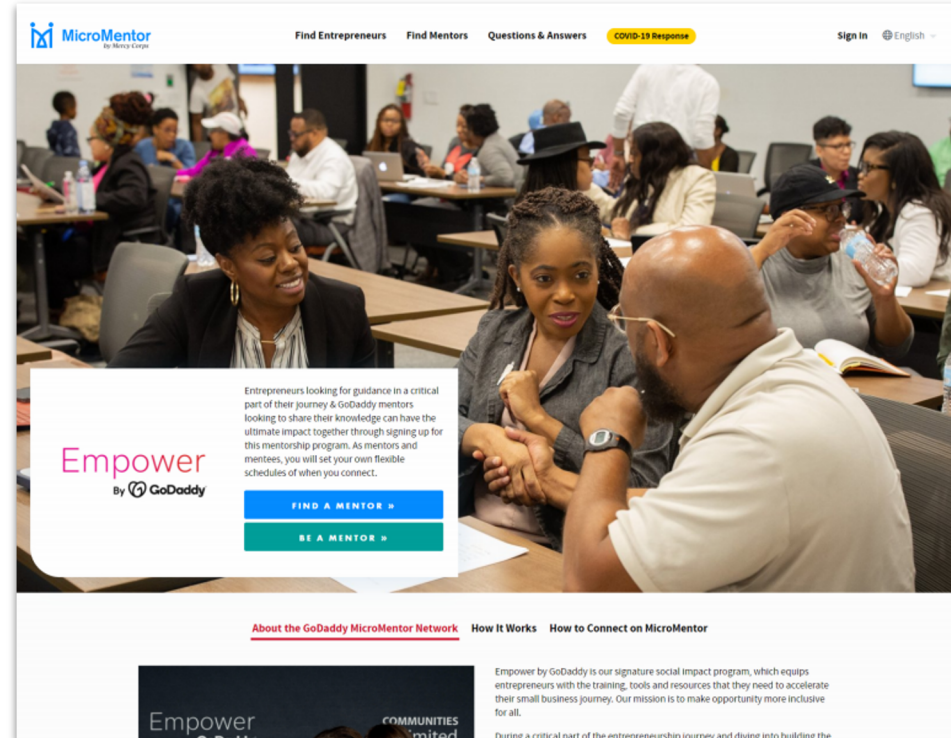
# How to Get Started



micromentor.org/godaddy  
**Sign Up!**

- Entrepreneurs and mentors join the mentoring community through a custom landing page

[www.micromentor.org/godaddy](https://www.micromentor.org/godaddy)





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# Create an Entrepreneur Profile

## Entrepreneur profiles should:

- Share background, articulate the business challenge(s) they are looking to solve, and how a mentor can help
- Include a professional photo and links to website and/or LinkedIn profile
- Demonstrate passion for growing your business

## Profile should not:

- Disclose sensitive information
- Solicit financial support

**Linda Johnson** Entrepreneur

**Location** Atlanta, Georgia, United States of America

**Venture Industry** Architecture/Interior Design

**Languages spoken** English

**Recent Activity**

[EDIT MY PROFILE](#)

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**What I need help with**

**My background as an entrepreneur**

**My current challenges**

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt."

**Actions I've taken so far**

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**My future goals**

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt."

**My motivations to work with a mentor**

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt."

**About my venture**

**Test Business** Started 2020

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt."

**Countries of operation:** United States of America

**Expertise requests**

- Human Resources: Contractors and Consultants
- Human Resources: Employee Management

**Self assessment**

**Set up and Planning**

**Market Research**

**Finances**

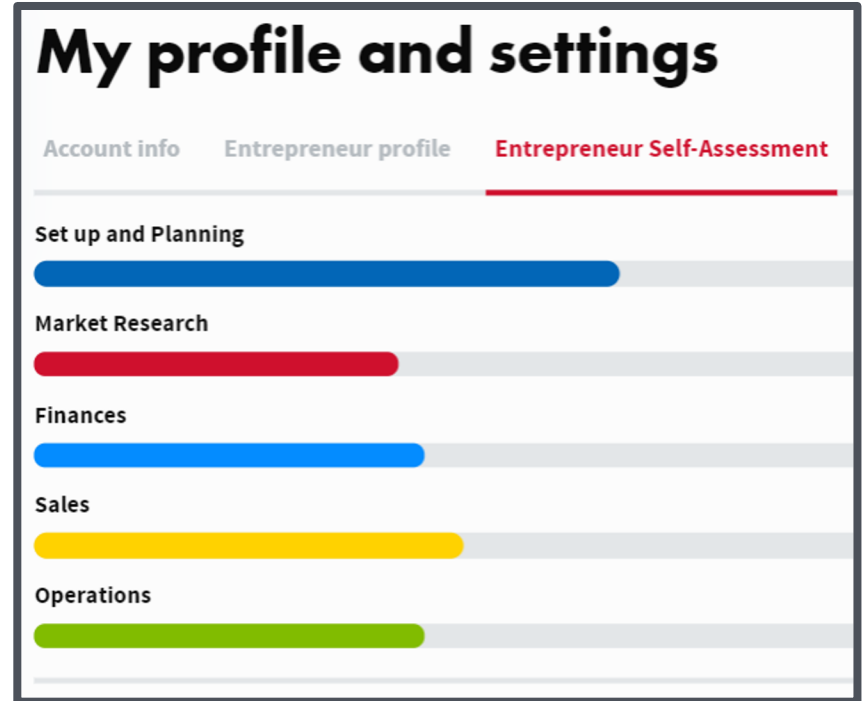
**Sales**

**Operations**

[See full assessment](#)



Through the sign-up process, entrepreneurs will complete the self-assessment of strengths and weaknesses, helping to identify your areas in need of support from a mentor.





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# Search Filters

Use the advanced search options to search based on: **expertise**, **industry**, **language**, **location** and more.

## Find mentors and connect

We have sorted these search results based on relevance to your profile. When you see someone who looks like a good fit, reach out and send a message!

**Filter member profiles by:**

**Search terms:**

**Expertise:**


**Industry:**

**Language:**

**Mentors who live in any of these countries:**

**Mentors with experience in these countries:**

**FILTER RESULTS**



**Aina González- Ruiz de Azúa**  
Miami, Florida, Spain  
Travel/Tourism/Hospitality/Leisure


**Recent Activity** ●●●

**Endorsements** ✓✓✓

**How I can help**

Business Planning, Customer Service and CRM, Packaging and Labeling, Pricing, Market Research, Business Development, Advertising and Promotion, Planning and Goal Setting, Leadership, Outsourcing, Other International

[VIEW PROFILE »](#)



**Gregory McKinley**  
Laveen, AZ, United States of America  
Real Estate

**Recent Activity** ●●●

**Endorsements** ✓✓✓

**How I can help**

Bookkeeping, Budgeting, Cash Flow, Staffing and Recruiting, Growth and Development, Advertising and Promotion, Getting Started

[VIEW PROFILE »](#)



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# Multiple Ways to Connect


- **Extended:** working together over a period of time, or checking back in down the line.
- **Brief:** answering a few questions or sharing resources.
- **One-to-many:** through the “Questions & Answers” page.

## Ask and answer questions

**What's the best way to market a new website to customers? (writing based company that would target customers anywhere in the World)**


Asked on Jan. 2, 2020, 6:46 p.m. in Marketing, Writing/Editing

ANSWER »



### Alisha Kahtri

Mentor

Location	India
Mentor Industry	Financial/Insurance Services
Languages spoken	English, Hindi
Recent Activity	

[START A CONVERSATION](#)  
[REFER ALISHA TO A COLLEAGUE](#)  
[REPORT](#)





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# Frequently Asked Questions

**What is the ideal number of mentors I should work with?**

You can work with as many mentors as you like.

Most mentees tend to focus on a more in-depth relationship with **one or two mentors at a time.**

**What is the average length of a mentoring relationship?**

The average relationship is **12 total hours over the course of 3 months**, with meetings occurring weekly or biweekly.

Frequency of meetings and messages depends on the expectations the mentoring pair agree upon.

**What if I change my mind or it is not a good fit?**

If it's not the right fit, that's okay! In your first conversations you are assessing whether it's a good fit.

If not, respectfully thank them and tell them you think a different mentee would better serve them.

**How can I end my relationship?**

A formal ending gives each mentoring partner a needed sense of closure.

It's an excellent time to evaluate your work together, finish your last objectives, and close the relationship or plan for future options.



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# Additional Resources

At the footer of each page, you can access the:

- [MicroMentor Help Center](#)
- [FAQ](#)
- [How it Works](#)
- [Blog](#)



Help Center

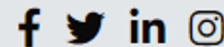
Frequently Asked Questions

About

How It Works

How it Helps

Blog





MicroMentor

# Get Started

- Join the Community: [micromentor.org/godaddy](https://micromentor.org/godaddy)
- Search for Mentors
- Reach Out
- Create a Plan



**MicroMentor**  
*by Mercy Corps*



## Need Some Help?

Contact us at:

[support@micromentor.org](mailto:support@micromentor.org)