

This toolkit is designed to help our community partners—such as libraries, incubators, business assistance organizations, and city departments—promote SizeUp to the Fort Worth businesses and entrepreneurs they serve. Your voice is essential in helping us reach small business owners across the city.

Table of Contents

Graphics	1
Talking Points	2
Social Media Copy	3
Email Copy	7

Graphics

- We've created a few ready-to-use graphics for social media and outreach. You can download them from [Dropbox here.](#)

Need something customized? Let us know—we're happy to collaborate.

Talking Points

Use these in conversations, newsletters, webinars, or business assistance appointments. We've separated the copy by two primary audiences: general business community/current business owners and startups/entrepreneurs.

For the General Business Community:

- “SizeUp is a free tool that provides local businesses with access to market data, customer demographics, and competitive insights.”
- “You can use it to compare your business to competitors, target new customers, and refine your advertising strategy.”
- “We’re sharing this because it’s available to **everyone in Fort Worth**—no memberships, registration, or fees required.”
- “It’s a smart way to make better decisions and identify growth opportunities.”

For Startups / Entrepreneurs:

- “If you’re starting a business, SizeUp is a great tool for doing your market research for free.”
- “It helps you identify who your competitors are, where your ideal customers are located, and how to position your business.”
- “There’s even a built-in learning center with 100+ educational topics to support you through each phase of your journey.”
- “We recommend this tool to anyone writing a business plan or getting ready to launch.”
- “The reporting tools provide an easy way to download information for getting loans or venture capital.”

Social Media Copy

Customize and post this content on your organization's channels. Use it with your own branding and the graphics provided (or request custom assets).

For General Business Owners Audience:

LinkedIn / Facebook:

Post Option 1:

Looking to grow your small business in Fort Worth? There's a free tool available to help you do just that.

SizeUp provides detailed insights into your market, competition, customer demographics, and advertising strategies—so you can make informed decisions based on real data.

Whether you're expanding your business or just exploring new opportunities, it's worth a look.

Explore the tool: https://www.fortworthchamber.com/business-intelligence-tools/?utm_source=Blog&utm_medium=Email&utm_campaign=sizeuppartner

#FortWorthBusiness #BusinessIntelligence #SmallBusinessSupport

Post Option 2:

We're excited to share a resource we trust: **SizeUp**, a free platform that gives Fort Worth businesses access to data normally only available to large corporations.

You can analyze your competitors, discover new customer bases, and get key insights to guide your growth strategy—all at no cost.

Try it here: https://www.fortworthchamber.com/business-intelligence-tools/?utm_source=Blog&utm_medium=Email&utm_campaign=sizeuppartner

Instagram:

📍 Fort Worth small businesses: looking to grow, expand, or just better understand your market?

SizeUp is a free platform that helps you do just that—with tools for competitive analysis, customer targeting, and advertising strategy.

No cost. No registration. Just insights.

 Link in bio

#SmartBusiness #FortWorthBusiness #FreeTools

https://www.fortworthchamber.com/business-intelligence-tools/?utm_source=Blog&utm_medium=Email&utm_campaign=sizeuppartner

Twitter/X:

Fort Worth business owners: You can now access powerful market data for free.

SizeUp offers insights on competition, customers, and growth strategies—all in one place.

Start here: https://www.fortworthchamber.com/business-intelligence-tools/?utm_source=Blog&utm_medium=Email&utm_campaign=sizeuppartner

For Startups / Entrepreneurs Audience:

LinkedIn / Facebook:

Post Option 1:

Starting a business? Writing your business plan? We recommend checking out **SizeUp**—a free online tool designed to help you understand your market and your competition.

It includes real-time data on customer demographics, industry trends, and more—plus 100+ educational topics for every stage of business.

Explore SizeUp: https://www.fortworthchamber.com/business-intelligence-tools/?utm_source=Blog&utm_medium=Email&utm_campaign=sizeuppartner
#StartupResources #EntrepreneurSupport #BusinessPlanning

Post Option 2:

We work with entrepreneurs every day—and one of the most practical tools we've come across is **SizeUp**.

Whether you're in the early planning stage or ready to grow, SizeUp can help you do market research, explore competitors, and make informed business decisions.

And it's free to use.

Start here: https://www.fortworthchamber.com/business-intelligence-tools/?utm_source=Blog&utm_medium=Email&utm_campaign=sizeuppartner

Instagram:

🚀 Starting a business in Fort Worth?

SizeUp is a free tool that helps you do market research, understand your competition, and build your growth strategy.

We use it with entrepreneurs and recommend it for anyone launching a new venture.

🔗 Link in bio

#BusinessLaunch #FortWorthStartups #EntrepreneurResources

https://www.fortworthchamber.com/business-intelligence-tools/?utm_source=Blog&utm_medium=Email&utm_campaign=sizeuppartner

Twitter/X:

Planning a business in Fort Worth?

SizeUp is a free, data-driven tool that helps with market research, customer targeting, and competitive analysis.

Try it: https://www.fortworthchamber.com/business-intelligence-tools/?utm_source=Blog&utm_medium=Email&utm_campaign=sizeuppartner

Email Copy (Template for Partner Newsletters)

Subject Line: Free Tool to Help Fort Worth Small Businesses Make Smarter Decisions

Body:

We're excited to share SizeUp—a free online tool now available to the Fort Worth community. Powered by big data and designed for small businesses, SizeUp helps local entrepreneurs:

- Analyze competition and market trends
- Identify customers and optimize advertising
- Access educational content on business strategy

This platform is provided through the Fort Worth Chamber of Commerce. It is **free to use** and **not limited to Chamber members**. It's a valuable community resource for any business at any stage.

Learn more or start exploring here: https://www.fortworthchamber.com/business-intelligence-tools/?utm_source=Blog&utm_medium=Email&utm_campaign=sizeuppartner

Need more help? Email us at info@fortworthchamber.com with subject line: SizeUp Training