



California Association for Micro Enterprise Opportunity

Creating the Frame
for Micro Enterprise

Framing Finalists

- ***Economic Growth/Recovery Frame:*** CAMEO and Micro Enterprise is THE key to healthy economic growth. CAMEO member's micro-businesses create local jobs for Californians that grow the economy and raise money for the state.
- ***Job Security Frame:*** CAMEO members train Californians to become their own boss, grow their businesses and secure their own future.
- ***American/California Dream:*** CAMEO reclaims the California Dream, one micro-business at a time. CAMEO members work with every day entrepreneurs to harness their innovative ideas and creativity and empower them to fulfill their dreams.



Feedback

Economic Growth / Recovery

Timely, appropriate, current, rings a bell,
what our goal is

Job Security

A myth, not as strong, simple, informative,
less excitement

Californian/American dream

Very emotional, energetic, inspirational,
clients' dreams, what we do



Ta Da...

Micro Enterprise reclaims the California Dream, one micro-business at a time.

CAMEO members work with entrepreneurs to harness their innovative ideas and creativity so that they can fulfill their dreams and build businesses that create local jobs that grow the Californian economy.

Micro-businesses are everywhere and are key to healthy economic growth. The dry cleaner, hair salon, favorite café, pet sitter, accountant, lawyer, child's tutor, yoga instructor - these entrepreneurs celebrate independence, freedom and innovation.

They create new markets and technologies; they transform their families, neighborhoods, communities and California.



Supporting Arguments

- Micro-businesses make up 85 percent of California's businesses.
- If one third of the 4 million micro-businesses in California hired one person, we'd basically solve our unemployment problem.
- Four out of five microentrepreneurs succeed versus one out of five who doesn't receive training.
- A Micro Enterprise job costs \$1,000-\$3,000 to create compared to \$50,000 or more for a public works job.

