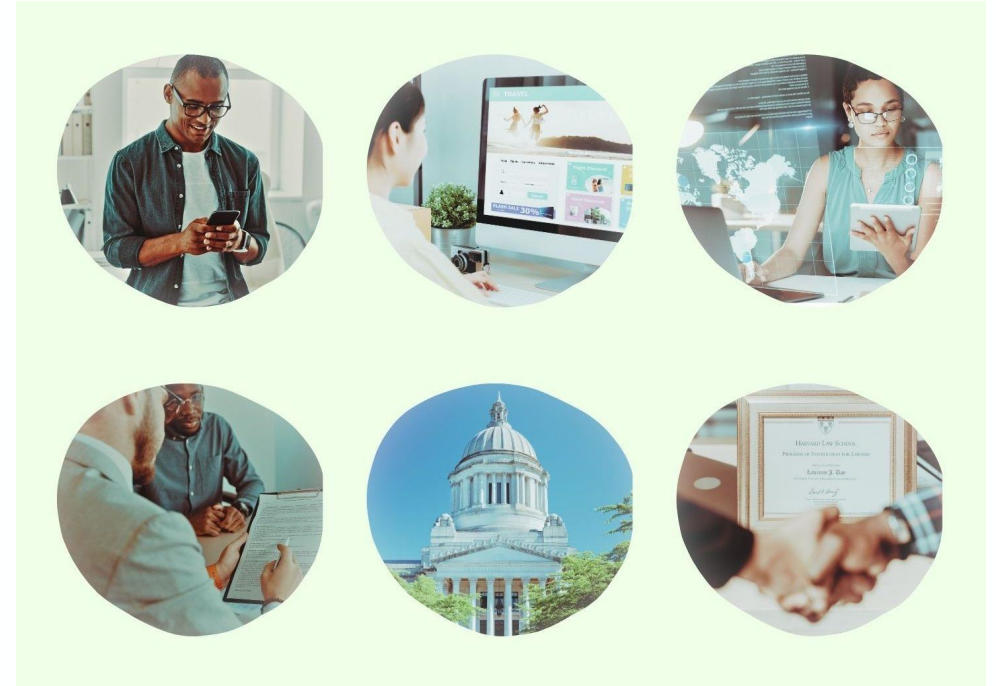


*Learn & Grow Workshop Series*

# ONLINE PRESENCE: REACHING AGENCY BUYERS ORGANICALLY



Presented by

**Ryan Taylor, President  
Golden Gift Consulting**

**November 19, 2025**



# Agenda

1. Welcome and Introductions
2. Workshop—State Contracting Basics
  - OFM Vendor Payee Registration
  - Sales Reporting
  - Small Business Registration & Certifications
  - Scope & Quote Process
3. Workshop—Online Presence: Reaching Agency Buyers Organically
4. Q & A and Discussion (Workshop Topic)
5. Q & A about Statewide Contracts
6. Closing Remarks





## **State Contracting Basics:**

- **OFM Vendor Payee Registration**
- **Sales Reporting**
- **Small Business Registration & Certifications**
- **Scope & Quote Process**

**Supplier Registration Form**

Are you a Made by the Blind-certified business?  Yes  No

**PART A – Contact Details**

Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_  
Contact Person – First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
Email Address: \_\_\_\_\_

**Part B - Request for Taxpayer Identification Number and Certification – Substitute Form W-9**

Are you a foreign entity?  No  Yes If Yes, please attach an IRS W-8 form.

**1. Full Name Used for Tax Reporting (choose one):**

Legal Business Name: \_\_\_\_\_  
 Individuals Name: \_\_\_\_\_  
First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

**2. Doing Business As (DBA):** \_\_\_\_\_

**3. IRS Tax Classification - Check only ONE box:**

**SSN or EIN:**  Individual Person/Sole Proprietor  EIN Only:  Corporation  All Other State/Local Govt.  
 SSN only:  Partnership  WA State Agencies  
 Lived Experience - Class 1  Non-Profit Organization  Federal Government (including Tribal)  
 Volunteer  Tax Exempt Organization  Trust/Estate  
 Board/Committee Member

**4. For Corporation or Partnership ONLY, check one box below if applicable:**

Medical  Attorney/Legal

**5. Legal Address (number, street, and apt or suite no):** \_\_\_\_\_

**6. City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip code:** \_\_\_\_\_

**7. Tax Identification Number (TIN) - Check only ONE box:**

For individuals, this is your Social Security Number (SSN)  
 For other entities, this is your Employer Identification Number (EIN)

Enter your EIN or SSN (do NOT enter both): \_\_\_\_\_

**8. Certification**

Under penalty of perjury, I certify that  
i. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and  
ii. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and  
iii. I am a U.S. person, including a U.S. resident alien (defined in the W-9 instructions to be found at [www.irs.gov](http://www.irs.gov)), and  
iv. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions:** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. Please note this form does not include a FATCA exemption code field, and therefore item 4 does not apply.

The Internal Revenue Service does not require your consent to any provision of this document other than the certifications required to avoid backup withholding.

\_\_\_\_\_  
SIGNATURE OF U.S. PERSON

\_\_\_\_\_  
Date: This form is valid for 90 days

Rev. 05/2025

# OFM Vendor Payee Registration

Register for OFM at: [Vendor payee registration | Office of Financial Management](#)

- Enter business information.
- Enter bank account information.
- Watch email for notification of acceptance, rejection or clarification.

# Sales Reporting

- Complete Sales Report at the following link: [Login](#).
- Pay management fee for all revenue generated through statewide contract during quarter. *Management fee amounts can vary. You can locate details about your management fee in your contract document.*

**Gross receipts = total revenue, not profit**

**(total income before expenses)**

- Invoice will be posted in account and emailed to you.
  - You must call the DES payment processing department at (360) 725-5700 to pay your invoice. You cannot pay through an online account.



# Small Business Registrations & Certifications

- Small business certifications (small business, veteran, MBE/WBE, etc.), if any, are listed next to firms on the DES contract portal page.
- If you obtain OMWBE certification (or your certification status changes) after your contract award, notify your contracting officer to update your file.



# Scope & Quote Process

- Agencies will research firms
  - They conduct preliminary research to narrow firms.
  - You should consider what the agency is looking for.
- Outreach process
  - Agencies reach out to vendor(s) of interest to request quotes.
- Agencies may request
  - Technical approach
  - Firm/staff qualifications
  - Price quote (cost for firm's goods or services, materials, and other direct costs related to the scope of work)



## Online Presence: Reaching Agency Buyers Organically

# Online Presence Channels

Channel	
1	LinkedIn
2	Google My Business
3	YouTube
4	Facebook
5	Business Directories & Rosters
6	Industry Organizations
7	Partner and Stakeholder Websites

## Additional Topics

- ✓ Maintaining accurate online listings
- ✓ Positioning your online presence as collaborative





## Channel 1: LinkedIn – Core Sections

- **Employment positions** – for each position provide the official job title followed by a succinct description that highlights key responsibilities, relevant experience, and notable accomplishments.
- **Educational background** – include the names of institutions attended along with degrees, certifications, or other academic achievements.
- **Skills** – list skills that are directly applicable to your work and industry. Prioritize the most critical or in-demand skills by placing them at the top of the list. Group related skills where appropriate.

# Channel 1: LinkedIn – Headline and About Section

## Headline Tips

- Use a clear, compelling summary of your role and value.
- Go beyond job titles—highlight expertise and impact.
- Include keywords agency buyers might search for.
- Prioritize relevance to your target audience.
- Consider a format like:  
**Role – Expertise - Value**
- Avoid jargon or overly promotional language.

## About Section Tips

- Start with a clear statement of your mission or professional focus.
- Highlight your expertise, impact, and values—especially what sets you apart.
- Use plain language that speaks to your target audience (e.g., agency buyers, partners).
- Include keywords relevant to your industry and services.
- Keep it authentic, approachable, and aligned with your headline.

# Channel 1: LinkedIn – Recommended Sections

- **Licenses and Certifications** – Provide names and brief descriptions of relevant licenses and/or certifications. Include dates acquired, state and national relevance, and other pertinent details.
- **Recommendations** – Consider sending past clients and colleagues a request for a LinkedIn recommendation. It looks good when a person you worked with is willing to recommend you on a public professional platform.
- **Projects** – Provide the names and brief descriptions of projects you worked on that effectively demonstrate your expertise, skills and ability. Avoid including projects that are not relevant as they may distract from the work that you really want potential clients and stakeholders to see.

# Channel 1: LinkedIn – Additional Sections

- **Volunteer Work** – Consider including volunteer work that is relevant to your field of work or that demonstrates personal characteristics and qualities.
- **Publications** – Consider adding links to publications and brief descriptions to this section. Publications can include research reports, videos produced, strategic plans, or other published materials relevant to your work.

# Channel 1: LinkedIn Company Page

Public profile for your company on LinkedIn to showcase your brand, services, and team to a professional audience.

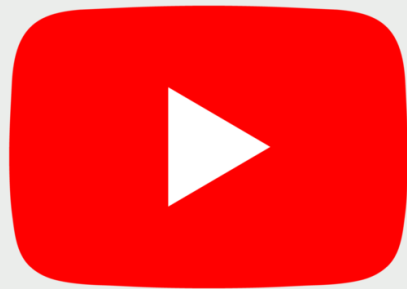


## Channel 2: Google My Business Listing

Listing platform that Google often includes in search results in response to a search query for your business name or other elements related to it.

- **Maps:** Having a profile automatically creates a listing in Google Maps, enabling clients and stakeholders to get GPS directions to your location. Note: If you use a home address you can opt not to list your address on your GMB listing or Google maps.
- **Google Product and Service Listing:** Google also includes your GMB listing in certain search queries related to the products or services that you provide.
- You can register your business on Google My Business at this link: <https://business.google.com/add>.





## Channel 3: YouTube Channel



Create a channel using your business name to build brand visibility.



Upload videos that showcase expertise—workshops, demos, and presentations.



Highlight past performance to build trust with potential clients.



Share promotional content like sales, partnerships, and service updates.



Post video testimonials for added credibility and impact.

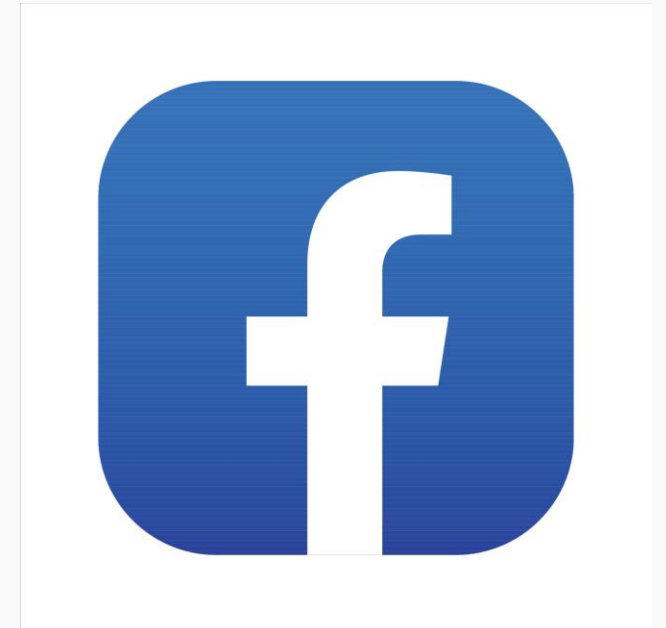


Easily embed YouTube videos on your website and social media.

## Channel 4: Facebook – Business Page

*Best for public-facing engagement and visibility*

- Create a page using your business name to build brand presence.
- Highlight community engagement, past activities, and current initiatives.
- Pages often appear in search results, helping agency buyers assess credibility.
- Repurpose LinkedIn updates for easy cross-platform visibility.



# Channel 4: Facebook – Business Profile

*Best for personal connection and subject matter positioning.*

- Create a separate profile for business use, ideal for fields like consulting, policy, or real estate.
- Connect with colleagues and stakeholders in a more personal setting than LinkedIn or other platforms.
- Profiles may appear in search results, adding visibility and credibility.
- Showcase work and expertise through posts and affiliations.

## Channel 5: Business Directory and Rosters

Several databases provide information on small and diverse businesses. Commonly used resources include:

- Washington State Office of Minority and Women Business Enterprises (OMWBE) database lists OWMBE-certified firms with such details as certification type, business description, NAICS codes, website, and contact information.



# Channel 5: Business Directories and Rosters

- **MRSC Roster** - Lists businesses registered to work with Washington State public agencies. Includes descriptions, NAICS codes, websites, and contact details.
- **Washington Secretary of State (SOS)** - Provides searchable listings for corporations, LLCs, and nonprofits. Each entry includes contact and ownership information, registration status, and credentials.
- **Note:** To qualify as a Washington State Small Business, firms must be registered with the SOS.

## Channel 6: Industry Organizations

- Joining an industry organization helps establish your subject matter expertise and credibility.
- Membership often includes directory listings that increase visibility with potential clients and stakeholders.
- Many organizations offer credentials—such as licenses or certifications—that can be featured on your resume, website, and marketing materials (e.g., PMP from PMI).

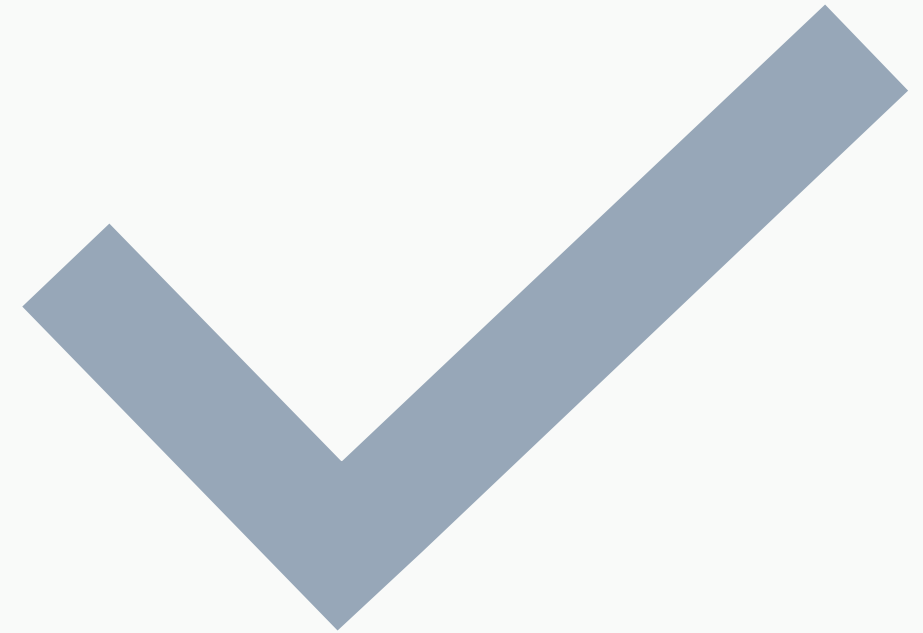


## Channel 7: Partner & Stakeholder Websites



- Being listed on stakeholder websites—such as professional providers, community partners, or collaborators—adds credibility and visibility to your firm.
- Past clients may feature you as a provider to reinforce the value of their own offerings.
- Agencies may list you as a board or committee member, signaling subject matter expertise and shared credibility.
- Small businesses may highlight your contributions in projects, publications, or marketing materials, benefiting both parties by showcasing trusted collaboration.

ADDITIONAL  
THINGS TO  
CONSIDER



# Maintaining Accurate Online Listings

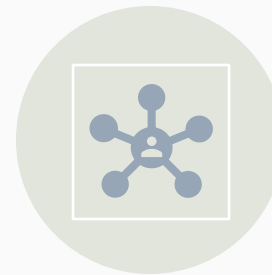


- Keep all business listings and online references accurate and up to date. Update your information promptly to ensure agency buyers see current, reliable details.
- Claim any listings created by third parties or contact the provider to request updates. Some sites can list your business without notice, but they must allow you to claim or correct the information.
- Ensure any organizations or businesses that list you as a partner, contributor, or affiliate have a positive reputation you're comfortable being associated with.

# Positioning Your Online Presence as Collaborative Rather Than Competitive



Make sure that your online presence facilitates genuine connections with partners, organizations and other providers. You don't want your online presence to look as if it was set up primarily to market yourself.

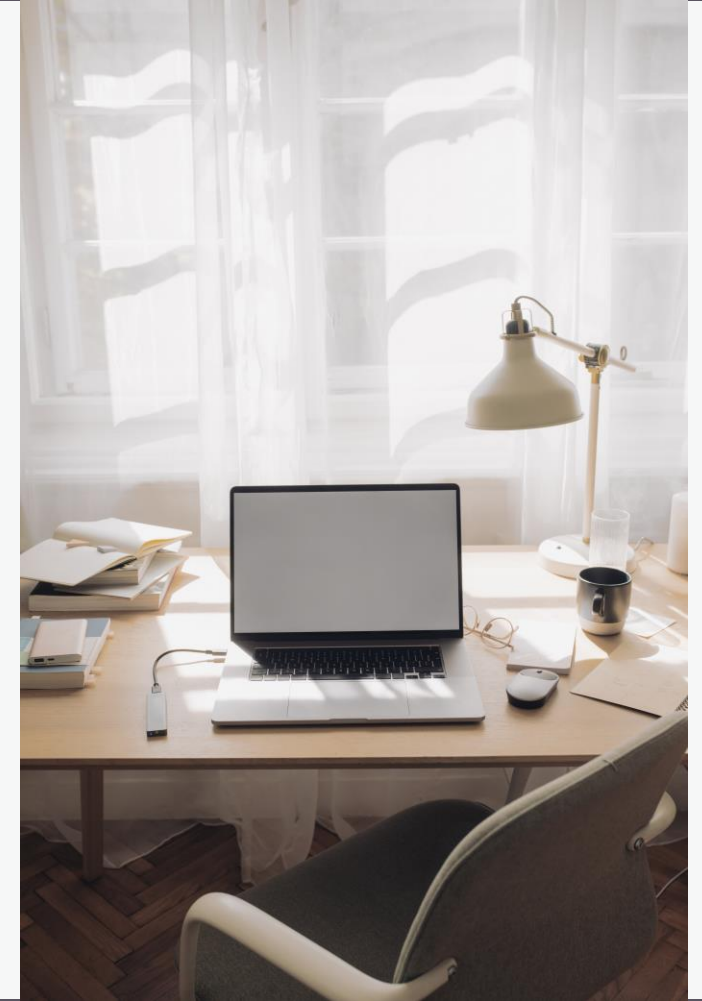


Create an element of collaboration among stakeholders and other providers in your ecosystem. Focus on collaborative messaging and avoid negative comparisons.

# Reminder Before Q&A: Next Session

**Wednesday, November 5**  
**6:00 – 7:30 pm**

**Materials That Market:**  
**High-Impact Templates and Tools**



# Q & A: Online Presence

What questions do you have regarding the process of finding new clients?



# Q & A: Statewide Contracting

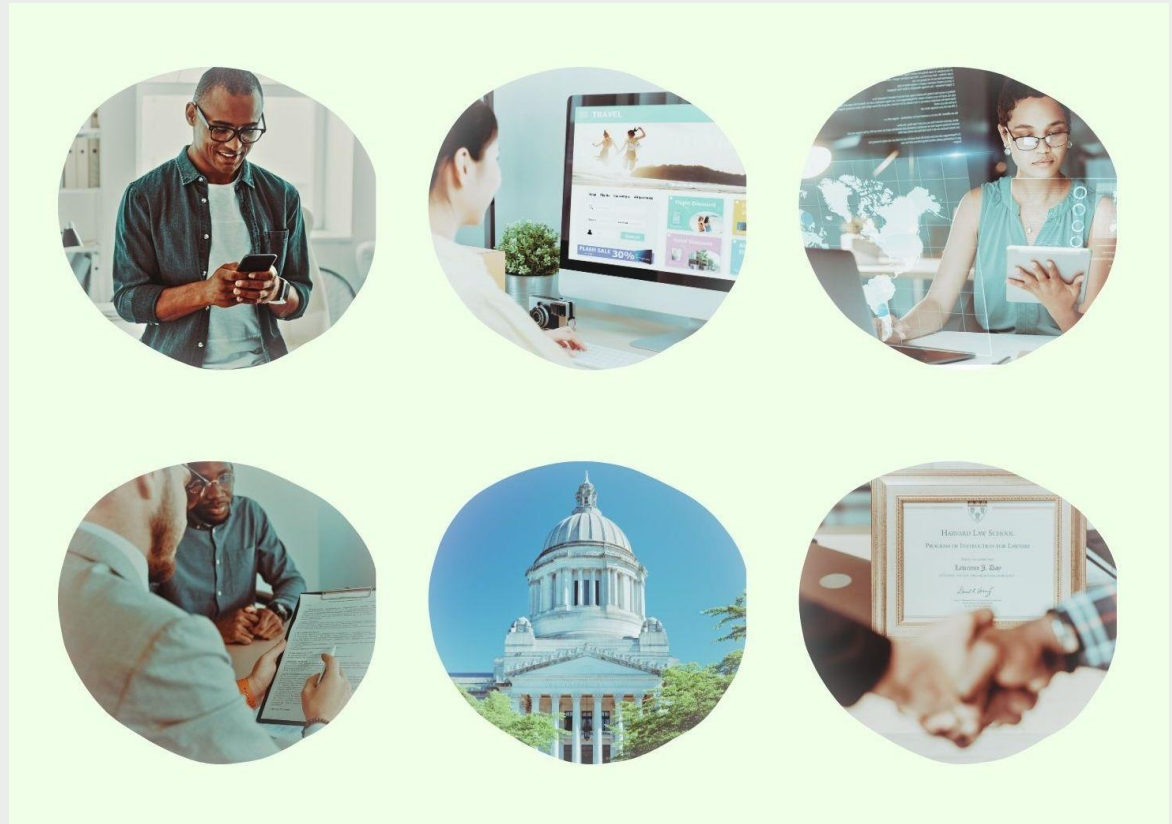
What questions do you have about managing or marketing your statewide contract, WEBS, reporting, or other topics?



# Closing

- Thank you to DES for sponsoring the Learn & Grow: Statewide Contract Holder Workshop Series!
- If you need support, reach out for resources.
- The workshop presentation and handouts will be emailed to you.
- Next workshop is **Materials That Market: High-Impact Templates and Tools** on Wednesday, November 19th, at 6:00 pm.

**Thank you!**  
**See you in two weeks.**



**Ryan Taylor**



**206-397-7872**



**[ryan@goldengiftconsulting.com](mailto:ryan@goldengiftconsulting.com)**



**[www.goldengiftconsulting.com](http://www.goldengiftconsulting.com)**