



# Every Day EFM

“Our Mission is the U.S. Mission”

<b>Introduction</b>	<b>3</b>
<b>Problem Statement</b>	<b>3</b>
<b>Proposed Solution</b>	<b>4</b>
<b>Building the Directory</b>	<b>5</b>
<b>Addressing Geographical Distribution</b>	<b>5</b>
<b>Monetization Strategies</b>	<b>5</b>
<b>Security and User Privacy</b>	<b>6</b>
<b>Marketing and Promotion</b>	<b>6</b>
<b>Conclusion</b>	<b>6</b>

# Introduction

Welcome to *Everydayefm.com*. My name is Kent Blakeney and I am an EFM business owner. Since joining the foreign service as a spouse in 2008 I have started a few businesses, went back to school, served as a CLO in two posts, written a book on international teaching, taught in seven international schools, and raised two children. In the last few years my focus has been on my passion for U.S. history.

Every Day EFM has been stewing in the back of my mind for a few years. It has been difficult to find an online directory exclusively listing EFM businesses. There are several excellent websites, Facebook groups, and local communities but none that focuses exclusively on EFM businesses. Every Day EFM is an effort to provide a one stop shop for all things EFMs might need. In addition to the business directory we hope to be the best sources for resources related to life in the foreign service. While the name and focus of this website is EFMs, all the information provided by the website will be open to all members of the U.S. Mission community. As our mission states, "Our mission is the U.S. Mission."

The goal of Every Day EFM is to provide a dedicated online EFM business directory. This will serve all U.S. Mission community members by providing an up-to-date list of EFM businesses they can support. Profitability is not the goal of Every Day EFM. It is hoped that we can create a long term, online presence for EFM businesses. If you would like to be a strategic partner, have an EFM business you would like to support, or have comments, please reach out to [info@everydayefm.com](mailto:info@everydayefm.com).

## Problem Statement

Without a central resource, it is frustrating for people wanting to support EFM businesses and it is difficult for EFM business owners to market to potential customers in the mission community. Marketing efforts by EFM businesses are difficult for several factors. First, many EFM businesses are very small niche businesses with very limited funds for marketing. Traditional marketing techniques are impossible due to the geographic nature of the EFM businesses. For example, it is not possible to effectively market to American embassy members in any metropolitan area without marketing to a much broader group. Additionally, potential customers do not know about the services provided by EFM businesses, may not know they exist, and do not know where to look to find them.

Several organizations such as AAFSW maintain a business directory but the number of businesses pales in comparison to the number of actual EFM businesses. In addition, the business directory is a small part of the overall mission (and website). Regardless, we applaud their efforts and hope it continues. Facebook groups are very helpful for EFM businesses but the reach is limited for both the EFM businesses and their potential customers. One of the

largest groups, Trailing Houses, has over 24,000 members. Posts for EFM businesses are often passed over for other posts. Other Facebook groups do not allow advertising and lack the audience intended for EFM business. Nevertheless, many EFM businesses are supportive of these groups, follow and comment on posts, and appreciate their existence.

While many U.S. Missions provide valuable support through GCLO and CLO offices, there are several limiting factors. The resources and support to EFM businesses are not consistent from one post to the next. Many CLO offices will promote EFM businesses through their newsletters, emails, WhatsApp groups and other methods of communication. However, it is generally unknown what posts are sending out these communications. All posts have unique advertising policies, some of which exclude any non-local businesses, including EFM businesses. It seems a recent directive by the GCLO office asked posts to limit the length of their newsletters, thus limiting the reach of EFM business marketing efforts.

The GCLO and Office of Allowances provide very limited direct support. For example, there are no 'best practices', resources, or a directory of EFM businesses on the GCLO website. It should be noted in other parts of the website, such as the education resources, a list of educational businesses is listed. The GCLO website contains one paragraph regarding self-employment options. According to the most recently available FAMER, Spring 2023, there are 438 home business & freelance EFMs working of 2353 total EFMs working outside the embassy and 12,676 adult family members ([State.gov](#)). The State Department's Family Member Employment page is robust and provides pertinent information for current and future business owners.

Every Day EFM would love to take a leading role in advocating and remedying any of the issues stated above with GCLO and/or any CLO office. Please reach out and thanks for the support that you provide.

## Proposed Solution

Every Day EFM will provide a centralized location for consumers as well as EFM business owners. The showpiece of the website will be the EFM Business Directory. This will allow EFM businesses to showcase their products and services on a dedicated site. Consumers will no longer struggle to find EFM businesses. The list will be well maintained and eventually include user reviews and ratings.

Consumers will be asked to join a mailing list with specific interests noted. Consumers will receive periodic emails with new business listings, major changes/additional products by existing businesses, promotions, and specific marketing for market sectors. For example, an email might be sent to all consumers who checked 'tax advisors' when signing up for the mailing list. Current EFM business owners that provide tax advising will be given the opportunity to promote their services in early February through website features and emails.

In addition to the business listing, Every Day EFM will provide other resources for EFM's and all U.S. Mission families in areas of interest such as volunteering, social media related to foreign service, events, education, and post recommendations by location/interest. As interest and needs dictate, these categories can be adapted to current needs. Think about all the resources that could have been provided during covid.

## Building the Directory

Building the directory will consist of a several tier implementation. In the first stage information will be collected from friends of Every Day EFM via a Google form with specific information. Business categories currently include coaching, D.C. based businesses, education, financial planning, fitness, health & well-being, language, legal, lifestyle/creativity, media, professional services, tax & accounting, and web services. In the second phase, Every Day EFM will reach out to organizations such as the Available Worldwide Network, AAFSW, Facebook groups, and other publicly available information to solicit more EFM businesses to list. At this stage, EFM businesses will be asked to suggest opportunities for volunteering, social media links, and post recommendations. In the third phase, public announcements will be made through Facebook pages, CLOs, and other available messaging streams. To this point, businesses will be giving Every Day EFM their information. In the next stage, business listings will be created and the EFM business owners will be asked to claim their business on the directory.

The second tier will create listings of EFM businesses and ask owners to claim their listing.

## Addressing Geographical Distribution

Every Day EFM will help resolve some of the EFM business related geographical problems associated with the dispersed nature of the audience. When completing the mailing list form, consumers will be voluntarily asked to give their current location. EFM businesses will also be asked to provide their geographic location for services provided. This information may be used in the future for geographic marketing.

## Monetization Strategies

Every Day EFM is not a business and does not include a strategy to reach profitability. In its inception, the start-up costs have been covered to provide a 'proof of concept.' For example, the website has been created without buying expensive additional services such as professional business directory plug-in, email campaign marketing tools, etc. It is assumed that if the need is

great enough, people will come to the site for what it was intended to provide, business listings, regardless of design. After one year, the model will be adjusted based on the number of business listings, site visits, and members in the community.

In the future, more robust features will be provided with the support of the EFM businesses. In order to cover expenses in the future, businesses will be provided the opportunity to purchase additional marketing opportunities. For example, businesses may be featured in several ways, (e.g. first listing, front page) , and individual email campaigns. This will allow for upkeep and maintenance of the website. If funds allow, plug-ins for additional features such as professional business directory will be implemented.

If needed, businesses will be asked to pay a nominal fee for addition to the list. This is not ideal and a 'last resort'. Even more unlikely, a membership model would be created.

## Security and User Privacy

Security and user privacy are important to Every Day EFM. All user data and website data will be stored professionally on Bluehost and Google servers. As demand and content dictate, a username/ password protected area will be created. The email list curated from consumers and businesses will not be distributed outside Every Day EFM. Emails sent to consumers will be sent from Every Day EFM, not individual businesses.

## Marketing and Promotion

Every Day EFM is not a non-profit; however, our marketing will rely on non-monetary channels of communication. We will ask consumers to spread information by word of mouth. If possible, ambassadors will be asked to formally promote Every Day EFM within their social media channels. In addition, we will strategically market to CLOs, Facebook groups, and social media.

EFM businesses will be asked to promote Every Day EFM. Businesses will be asked to 'backlist' Every Day EFM on their website in the footer of their website with a hyperlink via our logo.

A marketing analysis will take place once the site has been populated and user input can be assessed.

## Conclusion

Every Day EFM is designed to help connect EFM businesses with their consumers. It has been designed to be a lean business directory in order to show proof of concept. At the same time, a

long term plan has been developed to provide adaptability and growth. As our mission states  
“Our mission is the U.S. Mission.”