

SCORE CHAPTER 508 WEBSITE  
Counselors' Favorites

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**CF-1 Business Start-ups**

**Business Basics**

This is a comprehensive document covering the business plan, managing cash flow, measuring performance, financing your business, resources for veteran entrepreneurs, technology support for a competitive edge and insurance options for your business.

**Basic Considerations in Starting A Small Business**

The document asks a series of questions to help you know if you are ready to launch your business.

**Business Entity Comparisons**

This document compares the various ways companies can be formed (corporations, LLC's, sole proprietor, etc.) and how they affect taxes and liability.

**How to Start A Small Business**

This document was created by the Small Business Administration (SBA) to help start-ups. It includes a series of questions to help the reader determine if they are ready, the business plan and other resources.

**Is Entrepreneurship For You?**

This document asks a series of questions from "Are you a real starter?" to "How will it affect your family?"

**Items to Consider Before Starting A Business**

This document was taken from INC Magazine. They look at 10 areas with quotations from entrepreneurs to help you consider these issues.

**Naming Your Company The Right Way**

The document talks about researching and registering your proposed business name.

**Partnership Agreement Checklist**

This document is a checklist of items to be considered in drafting a partnership agreement. They need to be discussed with partners and attorney.

**Pick proper Business Entity For Your Start**

This document is another way to look at the decision on the legal form of your company.

**Research is Essential to Business**

Rhonda Abrams warns that without proper research, you can put your business at risk.

**What to Do When Starting A New Business**

This document lists things to do before starting your business, the start-up phase and when you are operational.

**CF-2 Finance**

**ADVANCE Micro Loan Program**

A possible alternative to traditional financing for new and established business owners in Northeastern Wisconsin.

**Brown County Economic Development**

A revolving loan program to provide potential funding for Brown County business owners, exclusive of the City of Green Bay.

**City of Green Bay Economic Development**

A revolving loan program to provide potential funding for business owners locating within the limits of the City of Green Bay.

**Early Planning Grant**

Potential funding for up to 75% of the cost to prepare a business plan (to a maximum of \$3,000.00). 25% of costs must be supplied by the business owner.

**SBA Financing Alternatives**

A description of various SBA loan programs.

**So You Want to Borrow Some Money**

A partial description of what a lender is looking for to establish the credit worthiness of a borrower as well as the supporting information needed in a loan application to gain loan approval.

**The 6 C's of Business Credit**

A comprehensive description of what a lender is looking for to establish the credit worthiness of a borrower.

**Crowdfunding**

An alternative source of funding for start-up or expansion

**CF-3 Marketing**

**A Sound Marketing Plan Can Translate to A Road of Success**

A description of how preparing a sound marketing plan (even for small businesses) can help to promote a business. A marketing plan is a critical part of a business plan.

**Brand Strategy Critical to Sales**

Branding deserves your attention and not just a one-time event. Your brand strategy is made up of three components: your brand (name), your logo and your positioning statement. Learn more.

**Email Marketing**

Explains how/why a marketing program helps to promote business. The article also explains what should be included in the plan.

### **Facebook: Market Your Business in 4 Easy Steps**

Presents 4 major tips in setting up an Email marketing program and why keeping the page updated is important.

### **How to Craft A Killer Elevator Pitch**

Describes why and how a business owner should develop a powerful, yet brief, explanation of what they do and why people would want to associate with them.

### **Knowing Your Market**

Addresses the steps that need to be taken by a business owner in order to gain more knowledge about the market. Analysis is critical!

### **Marketing A-Z**

Addresses 25 ways to market your small business inexpensively.

### **Six Common Marketing Decisions**

Describes the six marketing decisions that will hurt (rather than help) your business.

### **Ten Keys to Social Media Success**

Explains exactly how to use social media to help your business to succeed.

### **Three Ways to Grow Your Business**

Discusses ways to promote business as well as addressing reasons why customers no longer frequent a business.

## **4-Patents & Trademarks**

### **Competitive Edge**

Explains what a patent is, whether or not a product/idea is patentable and, if so, how to apply for a patent.

### **Protect Your Company**

Explains how trademarks can protect a company, what can, cannot be trademarked and how to apply for a trademark.

### **The Difference Between A Trade Name and A Trademark**

Explains why each is important, the difference between the two and how each can be registered.

### **Trademarks**

Describes Wisconsin laws, how to research a trademark and how to register a trademark (Wisconsin and National).

## **CF-5 Business Plans**

### **A Business Plan Check List**

Explains all functions relating to developing a business plan.

### **Good Luck Demands Hard Work**

Explanation of why every company needs a business plan.

### **How to Write A Business Plan**

Dell Small Business summary of how to write a business plan and what needs to be included.

### **How to Write A Dynamic Business Plan**

INC's explanation of why a business plan is needed and what should be included.

### **Online Business Workshop**

SCORE's online program to walk a client through the necessary steps to develop a business plan outline.

### **Business Planning Templates**

These tools can be your first step towards small business success. Then, get advice to help you on your way.

### **The Business Plan (WWBIC)**

Comprehensive outline on information needed for a business plan.

### **Write Your Business Plan (SBA)**

A business plan is an essential roadmap for business success. This living document generally projects 3-5 years ahead and outlines the route a company intends to take to grow revenues.

## **6-Miscellaneous**

### **ADVANCE Incubator/Culinary Kitchen**

Provides extensive information about facilities' costs, availability and benefits.

### **Assisting A Buyer**

Advice from a SCORE volunteer on what information should be obtained from a prospective seller and what questions should be asked.

### **Employee Bonds**

Explains the various types available and why they may be needed.

### **Independent Contractor or Employee**

Defines the difference and why the proper classification is so important.

### **SCORE Frequently Asked Questions**

Addresses various business questions

Other useful information can be found as follows: Go To: Search Templates & Tools and Enter keyword