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