

The SCORE Difference

SCORE Chapter 2 workshops are designed to provide you with the skills to start and succeed in your small business.

At SCORE workshops, you will experience “the SCORE difference” – training by working & retired business owners and executives with extensive business experience. Plus you receive **free follow-up counseling** to address detailed questions and issues.

This distinction sets our workshops apart from other workshops and its value is attested to by our thousands of satisfied workshop attendees.



For more info: (952) 938-4570
www.scorempls.org

About SCORE & Chapter 2

Formed in 1964, SCORE is a nonprofit organization that works with the U.S. Small Business Administration. We provide a public service by offering small business advice and training.

Minneapolis Chapter 2 of SCORE has over 100 active volunteer counselors who last year served more than 4,000 clients by providing free counseling and conducting specialized planning workshops. Our volunteers are working/retired business owners, executives and corporate leaders with a broad variety of industry experience in every important business management discipline.

SCORE is a resource partner of the United States Small Business Administration (SBA). All SBA funded programs are extended to the public on a nondiscriminatory basis. SCORE services are provided without regard to race, color, national origin, gender, age, and disability. Persons with disabilities may request reasonable (special) accommodations (with a two-week advance notice). For special accommodations, please contact the Minneapolis SCORE Chapter 2. The material in this publication is based on work supported by the U.S. Small Business Administration under cooperative agreement SBAHQ-06-S-0001. Any opinion, findings and conclusions or recommendations expressed in this publication are those of the author and do not necessarily reflect the views of the U.S. Small Business Administration.

SCORE®

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Business Plans

Making a Road Map to Small Business Success



Counselors to America's
Small Businesses

SCORE®

We help you start a business, grow a business, and stay in business!

You wouldn't go on a long trip without consulting a map. Neither should you start or run a business without a business plan.

A business plan is a summary of how a business or entrepreneur intends to organize an endeavor and do what needs to be done to succeed. It explains the company's business model for the venture. The business plan is used internally for management and planning and to convince outsiders such as banks or venture capitalists to invest money in your venture. A solid business plan allows you to:

- Focus your time and energy.
- Put a solid strategy in place to set your business apart from the competition.
- Communicate the plan to employees and hold them accountable for results.
- Track results and make mid-course corrections to get back on track if necessary.



The SCORE Business Plan workshop helps you define your business mission, your plans to attain your mission, and provides a roadmap for realizing your financial and personal goals with your business.

The business plan can be a daunting task, but SCORE volunteers can help you make a plan that works for you.

In a relaxed atmosphere, SCORE personnel help you develop your plan. You will be able to spend time on your own plan with SCORE personnel providing help and guidance.

Join us and others like yourself who seek help, guidance and good advice to produce a business plan representing your own wishes and goals for your business future.

Making a Business Plan

This 3-hour workshop provides in-depth tips & tricks to creating and fine-tuning your business plan, including:

- How do I begin a business plan?
- What should be in my business plan?
- How do I find information on the competition?
- What demographics do I need and how do I find it?
- How do I project sales and growth?
- Where do I find costs for utilities, insurance, advertising and other startup costs?
- Where can I get other help with my business plan?

This course provides an overview of business plans. Participants will spend a majority of time working on their own plan with the instructors' help. If you've started your plan, bring it along for review and feedback.

YES, I want to attend your Business Plan workshop for just \$45!

Preregistration preferred; add \$10 for walk-ins. All sessions held 8:30am-12pm.

See the **SCORE Workshops Schedule** brochure for dates and locations or visit www.scorempls.org.

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City		ZIP	
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Phone			