

The Essentials of Starting a Business

Anyone can start a small business. You don't need a university degree or a friend who works at a bank. But you do need knowledge, a plan and hard work to get your business off the ground. Starting a business is risky if you are not prepared. *SCORE's Small Business Essentials Workshop curriculum was developed to help anyone who is considering starting a business get the skills and knowledge to plan and successfully start a new business.*

We have a 12-hour curriculum targeted at those who want to **start a business**. This is provided through 4 main workshops.

Workshop Attendee Task	Workshop
<ul style="list-style-type: none"> Understand the risks and scope of owning a business. Understand different ways that you can start a business. Understand the importance of business planning and the planning process. Understand the concept of "break-even point" Create an "Unique Value Statement" Create a "Lean Canvas" 	Creating a Quick Business Plan in 3 Hours (Basic Planning)
<ul style="list-style-type: none"> Choose a legal structure your business entity. Define operational/administrative aspects of running your business including property if needed. Make a state business license application Make a local business license application. Make a plan for getting business insurance. If you plan to seek funding: obtain personal FICO score and credit record, estimate startup costs and list possible sources of funding. 	Successfully Starting A Business (Creating a business structure)
<ul style="list-style-type: none"> Identify the market need(s) that you will address. Define the target market. Identify competitors and do a SWOT analysis Create their product or service descriptions. Decide on their pricing, packaging, and distribution of their products. Write their marketing message: value prop, benefits & features. Create a promotion plan for their business. Create a draft of your sales material and presentation. Create a plan for getting online. 	Successfully Marketing Your Business (Creating a marketing plan)
<ul style="list-style-type: none"> Calculate your startup costs. Project your sales for your first year of business. Create a projected P/L statement for the first year in business. Create a Cash Flow Statement for your first year in business. Create a plan for your accounting and tax payments. 	Managing Finances for New Businesses (Creating a financial plan)

In our first workshop, "**Creating a Quick Business Plan in 3 Hours**", we will help you take your idea and turn it into a product or service. We do that by helping you create a business plan based on the "Lean Canvas" template. In our second workshop, "**Successfully Starting a Business**", we'll help you lay the foundation for the operational and administrative aspects of your business by helping you understand the essentials of legal structure, licensing, insurance, funding and other critical topics.

Once you have a plan for getting your business up and running you need to make a plan to get customers. In the "**Successfully Marketing Your Business**" workshop, we help you price and package your product or service, find your best customers (target market) and create a promotional plan that lets you present your business in the best possible light.

The most critical aspect of starting your business will be to understand your projected cash flow and profit/loss. Tracking your finances is critical to any successful business; that is the goal of our next **“Managing Finances for a New Business”** workshop.

By taking these workshops, you will have developed the key elements of what forms a business plan. If you are considering getting a business loan or lease for your business, you will need to put all your plans together in a more formal business plan. Our **“Simplified Business Plan Preparation”** workshop will show you how!

After working with thousands of entrepreneurs, we at Mid-Florida SCORE have developed a precise list of decisions and plans you need to make to successfully launch a business. We have streamlined our workshops to cover these key activities so that you are prepared to accomplish them after the workshop. All the workshops are about three hours in length and taught by experienced mentors.

To find the current schedule for these workshops and to register, please go to our website at <https://midflorida.score.org/content/take-workshop-6> . You can request a mentor at <https://midflorida.score.org/content/find-mentor-39>.

Electives:

Next, you should augment your knowledge by selecting elective courses from the following recorded webinars or online courses and local classroom workshops. Classroom workshops are shown in **bold** below.

1) Basic Planning

- <https://www.score.org/event/startup-101-what-you-need-start-your-business>
- <https://www.score.org/getstarted>
- **Boots to Business Reboot** workshop exclusively for veterans, active duty, & spouses
- <https://www.score.org/event/practical-strategies-starting-successful-business>
- **Como Comenzar un Negocio** (How to Start a Business)
- <https://www.score.org/event/hot-businesses-markets-trends-2019>
- **Running a Not-for-Profit Organization**

2) Business Administration and Operations

- **What Legal Structure is Best for Your Business**
- **Effective Sales Techniques**
- **Keys to Insuring your Business**
- <https://www.score.org/event/pros-cons-popular-business-entities-sole-proprietorship-LLC-SCorp-CCorp>
- <https://midflorida.score.org/event/legal-structures-your-business-webinar>

3) Marketing

- **Everyone Needs an Elevator Pitch**
- **Social Media Marketing**
- **Marketing with Google**
- **Pricing for Profitability**
- <https://www.score.org/event/targeting-your-market>
- <https://www.score.org/event/analyzing-your-competition>
- <https://www.score.org/event/developing-marketing-strategy-for-your-startup-business>
- <https://www.score.org/event/make-your-website-work-for-you>
- <https://midflorida.score.org/event/use-social-media-grow-your-business-webinar>

4) Business Financials and Funding

- <https://www.score.org/event/budgeting-101-planning-profit-success>
- <https://midflorida.score.org/event/understanding-financials-40-minutes-webinar>
- <https://www.score.org/event/managing-your-cash-flow>
- <https://www.score.org/event/simple-steps-choosing-right-financing>
- <https://www.score.org/event/wheres-money-10-small-business-loan-types-how-qualify>
- **Tax Changes and Small Business**
- [add recording for our QuickBooks webinars]

5) Create your Business Plan

- **Simplified Business Plan Preparation**
- <https://www.score.org/event/lean-canvas-create-your-business-plan-quickly>
- <https://www.score.org/event/score-expertanswers-how-write-business-plan>
- **Plan de Negocios** (Business Plan workshop in Spanish)
- <https://midflorida.score.org/event/your-plan-your-business-plan-webinar>