



Small Business Resources

Where do you turn when your business needs assistance?



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Business Plan

- Mission and Vision Statement
- Product or Service Description
- Market Analysis
- Management Description
- Marketing Plan
- Opportunities and Challenges
- Cash Flow Statement and Revenue Projections

Other Essentials

- Location Selection
- Business Operations
- Business Registration
- Business Finance
- Business Lending
- Business Funding (Grants)
- Human Resources
- Marketing & Sales
- Taxes

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Our Agenda

- Resource Centers
- Organizations
- Networking
- Advocacy
- Technology
- Financing
- Marketing
- Additional Resources



Kevin Lust, Director

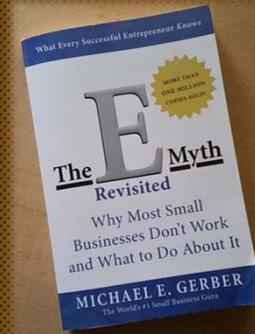
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Kevin is an author, professional speaker, business planner, and trainer. He is an instructor for Roger Dawson's Power Negotiating Institute, in addition to serving as the Director of the SBDC for the last 9 years.

What you don't know...

- Entrepreneur
- Manager
- Technician



Resource Centers

- Illinois workNet Centers
 - <http://www2.illinoisworknet.com/Connect/Pages/LocationSearch.aspx>
- Small Business Development Centers
 - <http://www.ilsbdc.biz>
- Women's Business Development Center
 - <http://wbdc.org>
- International Business Center
 - <http://ilchamber.org/policy-councils/international-business-council/>
- Entrepreneurship Programs
 - At Colleges, Universities, and Community Centers





Organizations

- SCORE – Service Corps of Retired Executives
 - <https://www.score.org/chapters-map>
- Chambers of Commerce
 - <http://ilchamber.org/illinois-local-regional-chambers/>
 - Hispanic Chamber: <http://www.ihccbusiness.net/>
- Colleges & Universities
 - SBDC, Entrepreneur or Technology Centers
- Goldman Sachs – 10,000 Small Businesses
 - <http://www.goldmansachs.com/citizenship/10000-small-businesses/US/>



Networking

- Trade Organizations
 - SHRM, AIA, IMA
 - <http://www2.illinoisworknet.com/Connect/Pages/StudentandTradeAssociations.aspx>
- Chambers of Commerce
- Small Business Advocacy Council
 - <http://www.smallbusinessadvocacycouncil.org/>
- Meet-Up – <http://meetup.com>





Advocacy

- Chambers of Commerce
- Small Business Advocacy Council
- NASE – National Association for the Self-Employed
 - <http://nase.org>
- NFIB – National Federation of Independent Business
 - <http://nfib.com>
- Elected Officials



Financing

- Banks
- Micro-Lenders
- Alternative Lenders
- Crowdfunding, Interstate & Intrastate
- SBA loans
 - <https://www.sba.gov/content/sba-loans>
- CDFI
 - <http://www.cdfifund.gov/>
- Green Industry
 - <http://cleanenergytrust.org>



More Financing

- Grants
 - CDBG – Community Development Block Grants
 - Training – Workforce Investment Act, Employee Training Investment Program
 - Improvements
 - Tax Incentives - TIF
- IL DCEO Incentives
- SSBCI - <http://www.treasury.gov/resource-center/sb-programs/Pages/ssbci.aspx>
- Venture Capital
- Advantage Illinois - <https://www.illinois.gov/dceo/SmallBizAssistance/Financing/AdvantageIllinois/Pages/default.aspx>



Marketing

- Marketing Plans
- Sales and Outreach

Watch our recording on Marketing Plans on our YouTube channel:

<https://youtu.be/kDK1VLyZojA>

Or on our Job Searching and Hiring Videos – Starting a Business

<http://www2.illinoisworknet.com/Jobs/Pages/Videos.aspx>



Technology

- Website –
 - http://en.wikipedia.org/wiki/Comparison_of_free_web_hosting_services
- SEO
 - <https://www.toptechlive.com/2014/12/top-best-free-seo-tools-2015.html>
- Social Media
- Cloud Filing - Google Drive, Box.net, Dropbox
- CRM – Salesforce, ACT!, <http://blog.capterra.com/free-and-open-source-crm/>
- Software – Microsoft 365, Adobe Cloud, Google Drive, <http://www.techradar.com/us/news/software/applications/best-free-accounting-software-8-programs-we-recommend-1136684>
- Shareware/Freeware



Additional Resources

- Incubators
- Coworking
- Bartering
- Legal Services –
 - <http://thelawproject.org>
 - <http://chicagolegalcafe.com>
 - <http://carpls.org>





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Questions



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Thanks to Kevin for sharing his expertise and knowledge on resources for small business.