



<http://www.sba.gov/teens/index.html>

SBA: YOUR ROAD MAP TO SUCCESS

THE OFFICE OF ENTREPRENEURIAL DEVELOPMENT

By taking away some of the mystery of starting and growing a business, SBA's Office of Entrepreneurial Development and its partners can be an important resource for you. The Office of Entrepreneurial Development (www.sba.gov/ed) provides a network of programs and services supporting the training and counseling needs of small business.

Small Business Training Network: This online training network, operating as a virtual campus, offers over 21 free training courses, workshops and electronic tools to assist entrepreneurs and other students of enterprise. Some of the most requested courses include: Entrepreneurship: Starting and Managing Your Own Business; Developing a Business Plan; Managing the Digital Enterprise; Identify Your Target Market; and Analyze Profitability. Find out more at www.sba.gov/training.

SBA's PARTNERS ENCOURAGE TEEN ENTREPRENEURS

Across the country, business experts from SCORE, Small Business Development Centers and Women's Business Centers provide face-to-face free counseling, information, and training in a variety of business areas. Internet services are also available.

SCORE: Found in 389 locations across the country, SCORE provides key services both face-to-face and online through free business counseling provided by experienced business men and women volunteers. The SCORE small business Web site (www.SCORE.org) makes business counseling and information on the latest trends available around the clock. **Ask SCORE** provides access 24/7 to more than 1,400 SCORE counselors who will answer your questions. Enter a question or key words at Ask SCORE to find a match.

Small Business Development Centers: A service delivery network of more than 1,100 centers in the U.S., Puerto Rico, Guam and Samoa located in colleges, universities and economic-development organizations. SBDCs have training classes and counseling, and can assist with questions about credit and capital. If your business is already past start-up and you are ready to move up, SBDCs can help with things like venture capital, federal contracts and international trade. Go to www.sba.gov/sbdc for more information.

Women's Business Centers: With over 100 locations, WBCs promote the growth of women-owned businesses through programs that address business training and technical assistance, and provide access to credit and capital, federal contracts, and international trade opportunities. WBCs can assist with getting your business off the ground, market research, and locating resources, manufacturers and lenders. Click www.sba.gov/training/index.html to log onto SBA's online training site.

SBA-JA Worldwide

[SBA and JA Worldwide](#) (Junior Achievement) are working together to encourage youth entrepreneurship. SBA's programs and services are targeted specifically to small businesses. JA is the world's largest organization educating young people about business, economics and free enterprise. Working together, SBA and JA can maximize support for the next generation of entrepreneurs.



Tips for a Strong Start - Make sure you have a clear vision and plan--and that you stick to it.

Laying the Startup Groundwork

Starting your own business is not just about having a dream. There are real steps to ensure your business a successful start. So what are all of the things you should consider when launching your new brainchild?

- [Business Structure Basics](#)
- [How to Name Your Business](#)
- [Business Licenses and Permits](#)
- [How to Find the Best Location](#)
- [How to Find Product Sources](#)
- [How--and Why--to Incorporate Your Business](#)

Planning for a Successful Start

The old adage goes: failure to plan is a plan for failure. Your business plan does not need to be complex or convoluted, but it is necessary. If you are having a hard time pulling your plan together, our experts can help.



- [An Introduction to Business Plans](#)
- [Do You Really Need a Business Plan?](#)
- [Use Your Leadership Style to Make Your Business Plan](#)
- [Plan Your Plan](#)
- [Building a Strategy Pyramid](#)
- [Conducting a Market Analysis for Your Business Plan](#)



Raising the Capital

You've got the idea and you've got a plan. But you can't start a business without a little cold hard cash. If you have it, you can always invest your own funds, but if you're like most, you'll need a little help.

- [How to Value Your Startup](#)
- [Be Realistic About Startup Financing](#)
- [3 Honest Ways to Raise Startup Money](#)
- [How to Attract VC Investors](#)
- [Closing a Startup Financing Deal](#)
- [SBA Loans for Your Startup](#)

<http://www.entrepreneur.com/startingabusiness/gettingfinancing/index115674.html>



Establishing Your Image

You may have a great idea, product or superior service, but have you thought about what image your startup will take on? Often the difference between success and failure is creating a brand that consumers will recognize.

- [How to Create a Logo](#)
- [Logo Design Basics](#)
- [Creating a Great Business Card](#)
- [The ABCs of Business Cards](#)
- [How to Create a Marketing Plan](#)
- [Developing a PR Plan](#)

<http://www.entrepreneur.com/marketing/branding/index.html>

Finding Customers

Without customers, it doesn't matter how great your product is, how well you branded you are, or how well funded your start-up is. Learn how to get your product to market, target your audience and build a customer base.

- [Landing Your First Customers](#)
- [Find New Customers Fast](#)
- [How to Reach Your Target Audience](#)
- [Taking Customers With You](#)
- [21 Ways to Bring in the Business](#)
- [Taking Your New Product to Market](#)



More Startup How-To Guides

Buy an Existing Business

Starting from scratch isn't the only way to get started. Buying an existing business can help you hit the ground running. Here's what you need to know to find a great deal.