

# SCORE Minnesota Client Resource Guide

*SCORE Twin Cities*



*Local Workshops*



*Business Library*



*Start-up Guides*



*Market Research*



*Business Planning*



*Marketing Resources*



*Finance Resources*



*Legal Resources*



This guide is designed for the private use of SCORE clients, partners and business communities served by SCORE – Vers. 8.0

**Read Me**

**Credits**

This is a quick reference to a range of templates and business development resources available to our clients as they navigate starting or building their business. Use the Adobe Acrobat or Reader application for the best experience with this interactive PDF. To download the free Adobe Reader click [HERE](#). For a quick review on how to navigate this guide, click on the **Read Me** button on the left.





*SCORE  
QuickStart  
Guide for  
Starting a  
Business*

*Top  
Resources  
on  
SCORE.org*

*SBA  
Checklist for  
Starting a  
Business*

*Deluxe  
Start-up  
Fundamentals*

*Steps to  
Forming a  
Nonprofit*

*IRS Starting  
a Business  
and Keeping  
Records*

These on-line references provide some good primary guidance to starting a business in your locale here in Minnesota or Western Wisconsin.

*Minneapolis*

*St. Paul*

*Pierce County, WI*

*St. Cloud*

*Duluth*

*Rochester*

*Brainerd*

*Mankato*

*Burnsville*

*Alexandria*

*Minnesota Small Business Guide*

Business Publications you'll find useful:

*Small Business Trends*

*Entrepreneur Magazine*



The library system here in Minnesota is rich in content and data sources that you'll find really useful for your market research both on site and on-line.

Click [\*\*HERE\*\*](#) for the **Market Research Quick Reference**.

Below are the links to each library:

*Ramsey County  
Library*

*Washington  
County Library*

*St. Paul Public  
Libraries*

*Hennepin County  
Library*

*St. Cloud Greater  
Regional Library*

Broader Research Sources – here are a number of other demographic, industry and economic resources. Be sure to check the SBA site for guidance on how to do your research – you'll find this extremely helpful.

*Small  
Business  
Administration*

*NAICS*

*American  
Community  
Survey*

*Bureau of  
Economic  
Analysis*

*Securities and  
Exchange  
Commission*

*Bureau of Labor  
and Statistics*

# SCORE Minnesota Client Resource Guide

Business Planning



Putting together a business plan that works for you isn't as challenging as you might fear.

The key: keep it simple. Check these out, then, as needed, call upon a SCORE mentor or attend a workshop specific to any areas you may be working on developing.

The Startup Roadmap is a free on-line 12 step business plan learning experience and resource library you'll truly enjoy using.

The SBA Business Guide provides a good step by step business planning process with example plans and templates.

The Ascent Learning Platform is a terrific SBA site packed with in-depth resources for women entrepreneurs.

LivePlan is an on-line app for generating a business plan that's consistent and professional. Special rate available.

The Business Model Canvas focuses on simplifying and summarizing the nine most important elements of your plan.

*SCORE Startup Roadmap*

*SBA Business Planning Guide*

*Ascent Learning Platform for Women Entrepreneurs*

*LivePlan Overview*

*Business Model Canvas*

Here's a simple way to think of marketing: understand your customer, your value, your competition, your differential advantage and ultimately – you plan of execution. Here are a few useful resources:

## General Marketing Resources

*General  
Marketing  
Resources*

*Digital  
Marketing  
Resources*

## Marketing Plan Guides & Worksheets

*SCORE*

*Marketing  
Plan  
Basics*

## Branding Resources

*Canva Visual  
Style Guide*

*99 Designs  
Create Brand  
Style Guide*

Our partner Deluxe, has developed a number of easy to use marketing resources to provide you with a foundation to build your marketing plan.

Put your plan into action with this simple spreadsheet.

*Marketing  
Fundamentals*

*Guide to  
Website Design*

*Guide to Email  
List  
Management*

*Guide to  
Social Media  
Marketing*

*Marketing  
Calendars*

Here are a some useful resources you'll for the financial planning aspects to starting your business. While not exhaustive, they'll get you off to a great start. For more detail and help, be sure to check with your SCORE mentor.

*Glossary of  
Financial Terms*

*One Year P&L Template  
12 Month Cash Flow*

*Three-Year  
Forecast & Profit Projections*

*SBA Course:  
Financing Options  
for Small Business*

*Course  
Worksheets*

*Where's the Money  
Workshop on funding  
options in MN & WI*

*Recording  
Presentation*

*Deluxe Finance Fundamentals*

*Guide to Financing*

*IRS References and Guides*

*SBA Funding Resources*



There are a number of useful resources available addressing multiple areas of business law and governance. These are just a few you may find helpful in address some of the basics to starting your business:

LegalCorps – Minnesota’s premier legal resource center for small business provides a tremendous service to the community – check these resources for more info.

*Information on  
LegalCorps*

*LegalCorps Access to  
Services*

Here are a couple of useful workshops and a legal guide from one of our longtime partners with some great insights on small business law.

*MN Small Business  
Owners Legal Survival  
Guide*

*Workshops:*

- *Contract Basics*
- *Choosing the Right Business Structure*

Other legal resources

*LegalCorps  
Resources for Small Business*

*FindLaw  
Business Legal Resources*

*LawDepot Basic  
Contract Templates*



# SCORE Minnesota Client Resource Guide

Credits 

We'd like to acknowledge the many contributors who made this guide possible. First, the clients we serve who have trusted our organization to help them. The relationships we've forged and the learnings you've provided continue to be invaluable in shaping our efforts and hopefully bring more value to the community we serve. Thank you.

And, to the organizations whose tremendous support have provided direct and indirect content and services that have shaped this guide. Two partners in particular have been invaluable to our efforts:

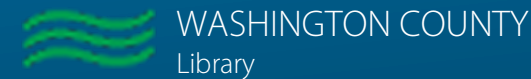


SBA – the SBA has historically been the greatest contributor to our work and continues to be an incredible resource to SCORE and the small business community we serve.



Deluxe has been a major sponsor to SCORE and continues to innovate in their delivery of high value learning content, products and services to the small business community.

Thanks as well to the many contributors to our learning and development series who've graciously allowed us to share the content they've provided with us in our learning programs. See the course content [HERE](#) and be sure to check out the services of each partner. Other key contributors include the Ramsey, Washington and Hennepin County, St. Paul Libraries and LegalCORPS.



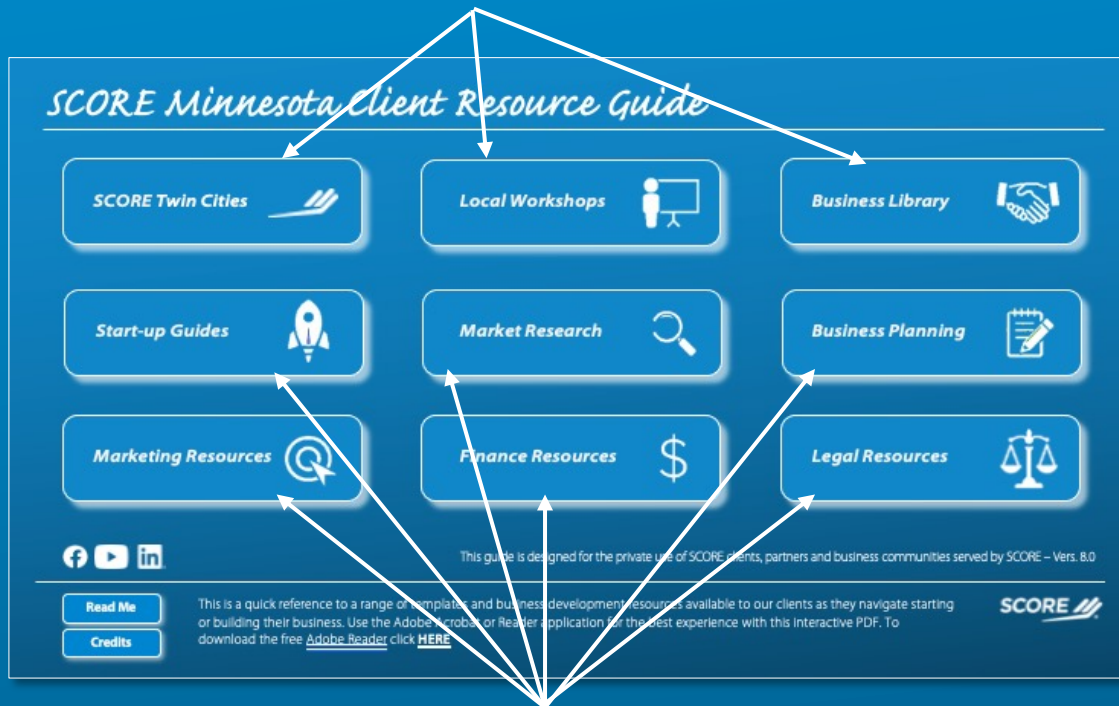


# SCORE Minnesota Client Resource Guide

Read Me 

## Home Page

Live links to some of the SCORE on-line resources –click once and you'll be linked to the page via your preferred browser



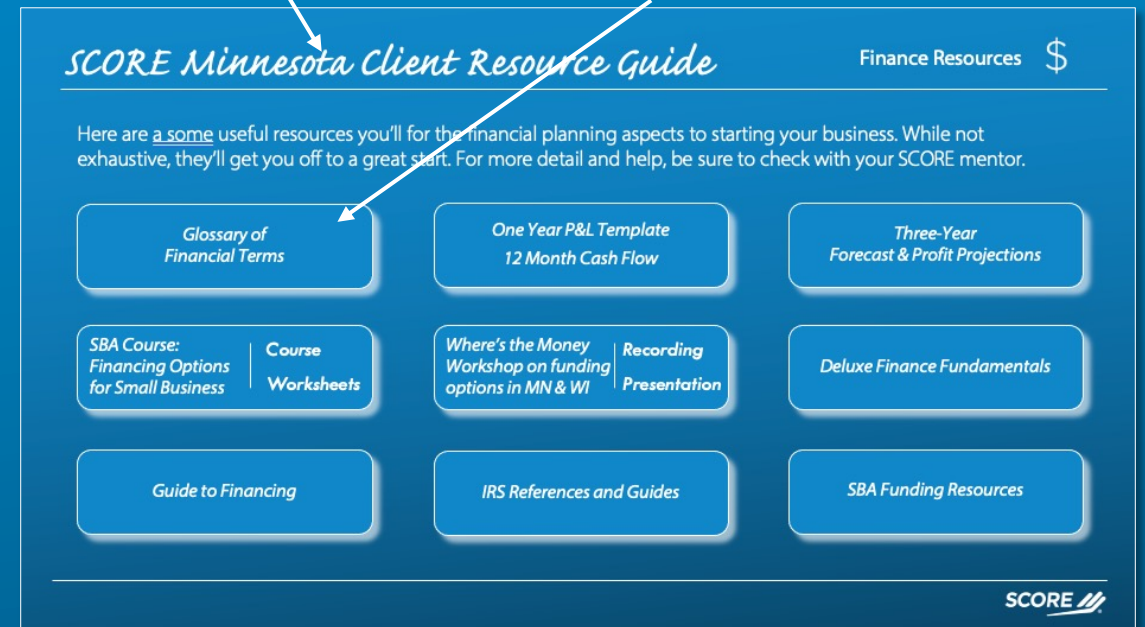
Links to pages in the PDF related to each area of interest – click once and the page will be presented.

## Resource Pages

Below is one of the resource pages in the guide. A couple of pointers:

Click once and you'll return to the Home Page

Clicking on a topic will take you to a web page or a linked document in your browser



This guide is a simple PDF with links to web pages and documentation you'll find useful. You'll need either the free Adobe Reader or Acrobat to get the full benefit of using this tool. To download this free resource, click [HERE](#). Your feedback is welcome – drop us a note [HERE](#).