

SCORE Twin Cities Client Resource Guide

SCORE
Minneapolis
St. Paul



Local Workshops
Minneapolis
St. Paul



**Business
Templates**



**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. 4.0

[Read Me](#)

[Credits](#)

This is a quick reference to some useful templates and business development resources available to our clients as they navigate starting or building their business. You must have Adobe Acrobat or Reader installed for this interactive PDF to work – to download the Adobe Reader [CLICK HERE](#)





*QuickStart
Guide for
Starting a
Business*

*Deluxe
Start-up
Fundamentals*

These references provide some great primary guidance to starting a business here in Minnesota or Western Wisconsin.

*On-line guide to
doing business in
St. Paul*

*On-line guide to
doing business in
Minneapolis*

*Pierce County, WI
Economic Dev Start
up Checklist*

*SBA
Checklist for
Starting a
Business*

*IRS Starting
a Business
and Keeping
Records*

Minnesota SBA Small Business Resource Guide

*Wisconsin SBA Small
Business Resource
Guide*

*Steps to
Forming a
Nonprofit*

Business Publications you'll find useful:

*Small Business
Trends*

*Entrepreneur
Magazine*



At the Twin City and University of Minnesota Libraries you'll find some really useful and free resources 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's business resources:

*Ramsey County
Library*

*Washington
County Library*

*St. Paul Public
Libraries*

*Hennepin County
Library*

*University of
Minnesota*

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*

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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 out the business plan options available, 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.

LivePlan and is an intuitive on-line app for generating a business plan that's consistent and professional. Click [HERE](#).

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

The SBA Business Plan site provides a good overview on the business planning process with example plans and templates.

SCORE Startup Roadmap

*LivePlan
Overview*

*Live Plan
Business Plan
Template*

*Business Model
Canvas
Template*

*Lean Startup
Changes
Everything*

SBA Business Planning Resources

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*

*On-line
Marketing
Resources*

Marketing Plan Guides & Worksheets

SCORE

*Marketing
Plan
Template* 

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.

*Marketing
Fundamentals*

*Guide to
Website Design*

*Guide to Email
List
Management*

*Guide to
Social Media
Marketing*

Put your plan into action with this simple spreadsheet – double click the pushpin.

*Marketing
Calendars* 

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Finance Resources 

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 good 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*

IRS References and Guides

Deluxe Finance Fundamentals

Guide to Financing

SBA Funding Resources

SBA Lender Match



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
Minneapolis | St. Paul*

*Entity Formation
Overview*

*Intellectual Property
Overview*

Other legal resources

*LegalCorps
Resources for Small Business*

*FindLaw
Business Legal Resources*

*LawDepot Basic
Contract Templates*

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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:

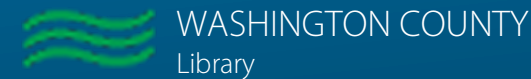


SBA – the SBA has historically been the greatest contributor to our work and continues to be an incredible resource to SCORE and the small business community we serve.



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.

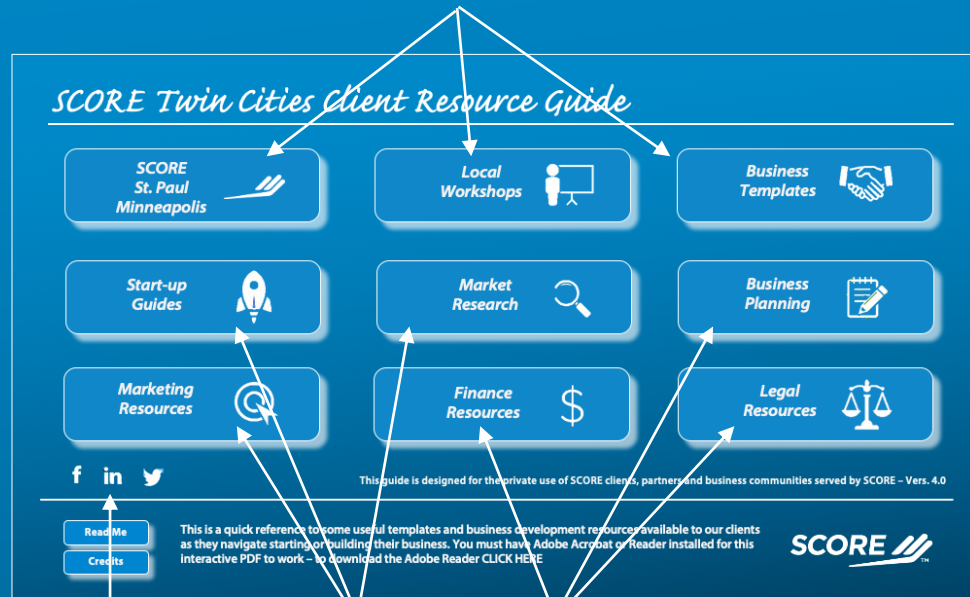


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Read Me 

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



Social media links

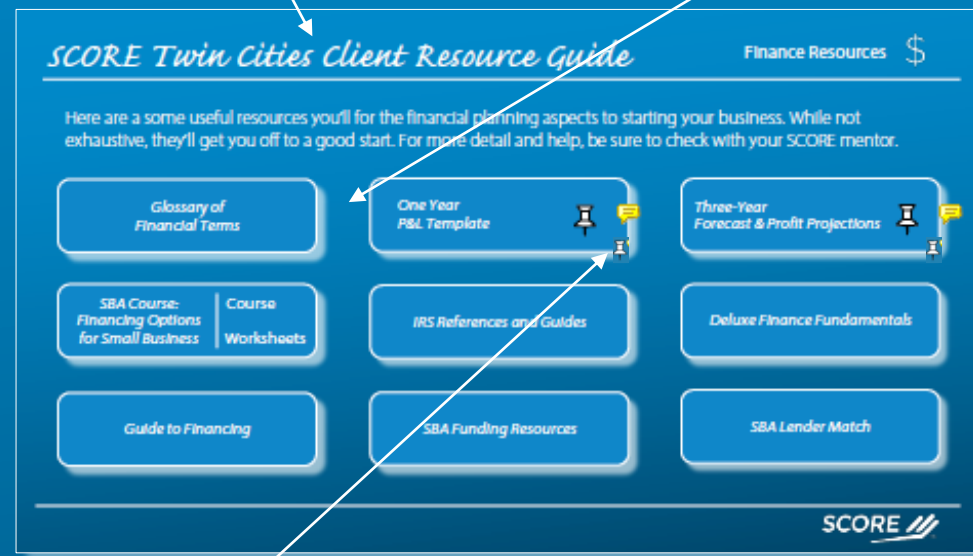
Links to pages in the PDF related to each area of interest – click once and the page will be presented.

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 an embedded document.



Where you see a push pin, this is a link to an embedded Word or Excel doc – double click and the document will open.

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 at stpaul@scorevolunteer.org.

Note, when using this document on a tablet or Chromebook laptop, you can navigate from page to page within the document and to external web resources. Opening attachments with the Adobe Reader mobile app on a tablet requires an additional step of identifying the attachment you want to open through a pull-down menu.