

# Tri-County SCORE

## Chapter 687



## Entrepreneurship Preparation Packet

### Start Here!



By calling the **Tri-County SCORE** office at 609-484-9503 and ask for the form "Request for Counseling, Preparation Packet and a Counseling Appointment".

### Are You Ready?



Before your first session with SCORE, you must complete your Preparation Packet so that you can discuss your business ideas and maximize your time with your counselors.

**Are you prepared for your appointment?**

Preparing for your appointment is optional, but if you do a little beforehand it greatly enhances the effectiveness of your counseling session and you maximize the counselor's ability to help you. Review and complete this packet as much as you can and be prepared to discuss the answers. Bring any documents or additional information that may be helpful to the counselor to assist you with any questions you may have.



# Small Business Counseling



The following is a list of questions your counselor will ask you. Be prepared by answering each question in the space provided below. Should you need more space, use additional paper. If a question does not apply to you, simply enter N/A .

## How it Works.



Generally your first session is conducted at one of our offices. Counselors will talk with you about your needs. They will listen to your ideas and help you determine the feasibility of your business plans. They can act as counselor or coach. They can review your cash flow or help you develop marketing plans. For this first session you should be prepared to share your business plan or at least describe your ideas. You should expect your counselors to ask you a few questions. To help you prepare we suggest you review the typical questions on our Entrepreneurship Preparations Packet.

If your counselor feels that your needs are better met by other resources, the counselor will refer you to those resources. Sometimes that could be another counselor, who is more experienced in your business, or it could be another agency, such as the Small Business Development Center at your local college.

After the first appointment, you will probably be asked to do some additional research or planning activities, such as the Pre-Business Plan in the Entrepreneurship Preparation Packet. Once you have completed all activities assigned, then, you and your counselor will agree on another meeting at a time convenient to both of you. In the meantime, you may share ideas or be in touch by e-mail or phone. Remember; there is never any charge for the counseling and all information is always treated confidentially.

You control the relationship. You set the appointment and decide when and if additional sessions are needed. You decide what to talk about and when to end the relationship. Some clients come only once, but others return many times. It's up to you, it's your business and our counseling can only help.

What kind of guidance or assistance are you looking for from SCORE?

**General Information**

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Web Site: \_\_\_\_\_

**Type of Business:**     New                     Existing    # of Years in Business \_\_\_\_\_

Is your business a:     Home based             Office/Retail front     Internet  
                                  Other: \_\_\_\_\_

**Business Slogan:**

**Business Logo:**

**Business Card:**

(paste copy of  
business card)

# Tri-County SCORE Preparation Packet

## Business Preparation

In 50 words or less. What is your business idea?

What products or services will you be providing?

What planning or market research activities have you already done?

How did you (or will you) determine the market need for your product or service?

Specifically, who are the customers for your product or service?

Who are your competitors, and how are you different?

From your customers perspective, what benefits do you provide?

What education / business experience do you have for this type of business?

Does your family and personal situation support your effort?

Have you considered the start-up cost required and potential sources for the money?

How much per hour do you propose to earn from your business?

**If you have any written cash flow projections or preliminary business plan material bring a couple of copies for us to review. We'll return it at the end of the session.**