



<b>October 2011</b>	<b>Assist Customers with Navigating Available Resources</b>
<b>Should I Be In Business?</b> (page 2)	<p>Often it is the relationships and networks that help a business to succeed.</p>
<b>VR Counselor Tips</b>	
<ul style="list-style-type: none"> <li>• <a href="#">Tier I Business Proposal Presentation</a></li> <li>• <a href="#">Test Marketing</a> Tips</li> <li>• <a href="#">How to Get Free Publicity</a></li> <li>• <a href="#">Leveraging Social Media</a> to build sales</li> <li>• What is <a href="#">Search Engine Optimization</a></li> <li>• Different Types of <a href="#">Customer Loyalty Programs</a></li> </ul>	<p>As a VR Counselor, you offer your customers tremendous value by helping them to learn about and connect with resource partners that can further assist them with their self-employment and small business development efforts. In some situations, making the introduction and participating in the business assistance exchange can represent even further value as all parties bring unique perspective and expertise to the situation.</p> <p>Visit the <a href="#">BuzVR.org</a> resource community to familiarize yourself with available help in the following areas or forward this email to your customers to help them learn more:</p> <ul style="list-style-type: none"> <li>• <a href="#">Advocacy</a></li> <li>• <a href="#">Counseling</a></li> <li>• <a href="#">Funding</a></li> <li>• <a href="#">Government Contracting</a></li> <li>• <a href="#">Import/Export</a></li> <li>• <a href="#">Marketing</a></li> <li>• <a href="#">Regulations</a></li> <li>• <a href="#">Special Needs</a></li> <li>• <a href="#">Start-up</a></li> <li>• <a href="#">Statistics</a> &amp; Demographic Data</li> <li>• <a href="#">Training</a></li> <li>• and <a href="#">more</a></li> </ul>
<b>Optional VR Customer Tools</b>	
<p>Popular Business Blogs:</p> <ul style="list-style-type: none"> <li>• <a href="#">Dr. Bill's Blog</a></li> <li>• <a href="#">Women and Minority Entrepreneurs</a></li> </ul> <p>Templates and Workbooks</p> <ul style="list-style-type: none"> <li>• <a href="#">Sources of Marketing Data</a></li> <li>• Understanding <a href="#">Cash Flow Management</a></li> <li>• <a href="#">Cash Flow Worksheet</a> (Excel)</li> <li>• <a href="#">8-Steps to Controlling Cash Flow</a> (Workbook)</li> <li>• <a href="#">Business Marketing Assistance Agencies</a></li> <li>• <a href="#">7-Steps to Forecasting &amp; Understanding Breakeven</a> (Workbook)</li> <li>• <a href="#">Forecasting Worksheet</a> (Excel)</li> <li>• <a href="#">Breakeven Worksheet</a> (PDF)</li> <li>• <a href="#">Special Needs</a> Services</li> <li>• <a href="#">Business Planning Guide</a> (Workbook)</li> </ul>	<p>There is also a <a href="#">specialized group of individuals</a> who have participated in VR Tier 1 Business Proposal Training to specifically support VR Counselors and Customers.</p> <p>Connecting VR Customers with various business groups can also be helpful. For example,</p> <ul style="list-style-type: none"> <li>• <a href="#">myExpertNet.org</a> - A virtual network of bankers, accountants, attorneys and other professionals who volunteer their expertise to answer business questions</li> <li>• <a href="#">Chambers of Commerce</a>, who represent access to other businesses as well as business development services</li> <li>• <a href="#">Academic Institutions</a>, who offer training, internships and access to students for special business projects</li> </ul> <p>In summary, New Hampshire offers a robust network of support for self-employment and small business development. Be sure to take advantage of it.</p>

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*Knowledge Institute specializes in entrepreneurial education and development through eLearning, curriculum development, publishing, interactive resource communities and philanthropic endeavors.*

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## Should I be in Business for Myself? Investigate Your Options Before Diving In

Business ownership is not for everyone. However, thanks [or not] to the continued economic slump, many individuals are being forced to consider self-employment because they simply can't find a job. On the plus side, there are some basic steps that can be followed in advance to determine if entrepreneurship is a good fit, as well as avoid common pitfalls. For example,

- Use the [Self-Assessment](#) exercises to assist customers in becoming familiar with some of the common entrepreneurial traits
- Introduce customers to [Franchising](#), as an option. There are actually [coaches](#) available at no-cost who will also work with them to assess suitability.
- Starting out in a [Business Incubator](#) can offer a broad range of business development support and cost-savings
- Investigating [Start-up FAQs](#) can eliminate the mystery of many of the basic issues, such as [Registering a Business](#), [Trademarking](#) and [Financing](#) options.

The fact is that starting and growing a business is a well-established science with many [people](#), [processes](#) and [technologies](#) in place to support progress. Knowing where to look or who to ask is a great place to begin.

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