

“Smart Start Your Business”

A FREE SCORE SEMINAR

Conducted by Dick Hall

Dick Hall has experience in a broad range of business environments. He was a director at a major telecommunications company, a senior business consultant with a large technology consulting firm, and owner of a consulting firm working with small business startups. He is the author of two business planning books and developed and taught courses based upon those books. This seminar is based upon the principles and concepts from one of his books. He is a long time SCORE counselor.

Learn how to take your idea for a business and convert it into a detailed plan that increases your chance of success. This is a time-tested approach developed by the instructor and used in his own consulting business to help entrepreneurs get started right. You will learn how to:

- Define your basic business concept and market opportunity
- Set goals and develop strategies
- Select a legal structure
- Understand and balance the six core business elements for your business niche
- Develop a financial model to evaluate the viability of the idea

You will have an opportunity to ask questions about your particular business idea and benefit from the instructors experience as well as that of the other participants. At a later date you may want to take advantage of the broad range of business experience of our other SCORE counselors to further refine your business idea.

The handouts include three simple worksheets that portray the subject matter outlined above. The presentation is constructed around the content and sequence of these worksheets. The worksheets summarize the basic information needed for a sound business plan.

WHEN & WHERE...Check schedules under Seminars on our website, www.score439.org.