

Guide to **Starting a Small Business**

A selection of the information about
starting a small business that is available
at the Racine Public Library.



75 Seventh Street
Racine, WI 53403
www.racinelib.lib.wi.us

Adult Services: 636-9217
Youth Services: 636-9245
Interlibrary Loan: 636-9299
Circulation: 636-9241

General Guides

www.badgerlink.net/

BadgerLink provides access to magazine and newspaper indexes, plus many full-text articles, about business and industry. If you do not have a Wisconsin-based Internet Service Provider, contact the reference desk (636-9217) regarding access to these sources.

www.bizjournals.com

Bizjournals provides business news from 41 local U. S. markets and 46 industries.

www.toolkit.cch.com

Business Owner's Toolkit

Thousands of pages of information and tools to help you start, run and grow a successful small business.

www.wisconsin.gov/state/app/wizard/LoadIntro

Business Wizard

Using five question-and-answer pages, the Wizard provides customized information to help you start and operate a Wisconsin-based business.

658.114 P285C Paulson, Ed
The complete idiot's guide to starting your own business

658.022 G716C Gottry, Steven R.
Common sense business: starting, operating and growing your small business--in any economy

346.73 SI86C2 Sitarz, Dan
Corporation: small business start-up kit

658.022 C839E Cohen, William A.
The entrepreneur & small business problem solver

<http://findarticles.com>

Find Articles indexes articles in a wide variety of magazines, including business journals.

658.022 K634RU Albion, Mark S.
Running a 21st-century small business: the owner's guide to starting and growing your company

658.022 EN62S Ennico, Clifford R.
Small business survival guide

346.73 SI86SP2 Sitarz, Dan
Sole proprietorship: small business start-up kit

658.11 ST28 (and reference)
Wis. Dept. of Development
Starting a business? Here's help!

www.sba.gov/starting_business
Start-up basics (from the Small Business Administration)

658.022 UI8
Ultimate small business guide: a resource for startups

Business Opportunities

www.bizbuysell.com

Bizbuysell

A site for finding established businesses for sale, franchises and business brokers.

www.entrepreneur.com
Entrepreneur Magazine's web site
Click on the "franchise" or "biz opps" tabs.

Wisconsin Innovation Service Center
academics.uww.edu/business/innovate/innovate.htm
262-472-1365

The Wisconsin Innovation Service Center (WISC) specializes in new product and invention assessments and market expansion opportunities for innovative manufacturers, technology businesses, and independent inventors. They help existing and aspiring entrepreneurs make profitable new product and market development decisions.

Racine County Economic Development Corporation

2320 Renaissance Blvd.
Sturtevant, WI 53177 262-898-7400
www.racinecountyedc.org

The RCEDC works to enhance economic development in Racine County. Their objective is to solve any barrier to job creation. They offer assistance in workforce development, technology development, business financing, and land and buildings for expansion projects. Through their partnerships with other community and governmental organizations, they provide a single point of contact for businesses wishing to locate or expand in Racine County.

Wisconsin Women's Business Initiative Corporation

2745 N. Dr. Martin Luther King Jr. Drive,
Milwaukee, 53212 414-263-5450
www.wwbic.com

The Wisconsin Women's Business Initiative Corporation (WWBIC) is an economic development corporation providing quality business education and access to capital for entrepreneurs. Established in 1989, WWBIC consults, educates and mentors owners of small and micro businesses throughout Wisconsin.

Build Your Business (Wisconsin) **www.wisconsin.gov/state/byb**

This site provides useful business start-up information with links to everything you need for most business ventures, including educational and financial resources, as well as step-by-step help in registering your business with the state.

Wisconsin Department of Commerce Bureau of Minority Business Development

Phone 1-608-267-9550
Fax 1-608-267-2829

Business Permit Information Center 1-800-HELP-BUS <http://commerce.wi.gov>

This office oversees these programs:
Entrepreneurial Training Grant Program
Provides funds to cover a portion of the costs of attending the SBDC's new Entrepreneurial Training Course.

Early Planning Grant Program
Provides funds to cover a portion of the costs of hiring a qualified, independent third party to develop a comprehensive business plan.

Minority Business Development Loan Program
Provides low-interest loans to assist in the development of minority-owned companies.

Minority Business Development Program
Provides consultation and services to minority business owners, entrepreneurs, and resource organizations, to generate and foster the growth of minority businesses.

Virtual Business Incubator <http://virtualincubate.com>

Offers a "one stop" information center on topics vital to all phases of small business from a self-assessment to a mentoring program and chat rooms.

www.franchise1.com
Franchise1.com is a comprehensive guide to franchise opportunities and related information.

www.ftc.gov/bcp/franchise/netfran.htm
This **Federal Trade Commission** site provides information you need when evaluating franchise opportunities.

Business Plans

www.bplans.com/sp/
Bplans.com
Features sample business plans

www.sba.gov/starting_business/planning/basic.html
Business plan basics
Explains the purpose of a business plan & links to a business plan outline.

www.parksidesbdc.com
Business plan outline
The "business plan" link provides a business plan outline, plan summary and plan process chart.

http://www.score.org/template_gallery.html
Business plan templates
Provides templates for business plans and financial and accounting statements to use in creating your own documents.

658.4012 AB83B Abrams, Rhonda M.
Business plan in a day: get it done right, get it done fast

658.1141 F957H Fullen, Sharon L.
How to write a great business plan for your small business in 60 minutes or less

658.4012 L587H Lewis, Jerre G.
How to write a successful business plan: a practical way to start your own business

658.11 R861R Rule, Roger C.
Rule's book of business plans for startups: creating a winning plan that you can take to the bank

Demographic Data

factfinder.census.gov/
American Factfinder
Information from the current census

www.easidemographics.com
Easi Demographics
Economic & demographic profiles of cities, counties, states, regions, zip codes, etc.

www.prb.org
Population Reference Bureau

quickfacts.census.gov/qfd/index.html
State and County Census Quick Facts

www.doa.state.wi.us/dir/
Wis. Demographic Services Center

www.wisstat.wisc.edu
WisStat provides census data down to the census tract and block group levels.

R 312.09775 C332N 2000
(Ask at Reference Desk)
2000 census of population and housing. Summary population and housing characteristics. Wisconsin.

R 312.09775 C332NSS2000
(Ask at Reference Desk)
2000 Census of Population and Housing. Summary social, economic, and housing characteristics. Wisconsin.

www.census.gov/statab/www/
Statistical Abstract of the United States. (Also available in paper form; ask at the Reference Desk.)

R 312.09775 W7535W 1990-2020
(Ask at Reference Desk)
Wisconsin population projections, 1990-2020

Market Research

www.bea.gov
Bureau of Economic Analysis
Industry-wide, regional, national, and international economic statistics.

www.census.gov/
Enter **county business patterns** in the search box at the top of the page.

www.census.gov/census02/
Economic Census Data
Online data from the economic censuses, for years ending in 2 and 7.

www.bizstats.com
Financial ratios, business statistics and benchmarks
Provides national data for most industries.

www.hoovers.com
Hoovers free pages cover industries, products and competitors.

www.ita.doc.gov
International Trade Administration
Information on import/export.

R 380.1 M341 2005
Market Share Reporter

R 670 N811 (www.naics.com)
North American industry classification system: United States, 2002

www.smartpages.com
Smartpages—a yellow pages site to search for local market competitors

658.022 SM18 2001 & Reference 2002
Small business sourcebook
Information sources by type of business.

www.activemedia-guide.com
U. S. Business Reporter—quick market share figures for U. S. industries

www.uspto.gov
U. S. Patent and Trademark Office

www.wdfti.org/corporations/
Wis. Dept. of Financial Institutions
A database of corporate names registered in Wisconsin.

Legal Info

www.business.gov/
Legal and regulatory information for America's small businesses.

346.7306 ST356LF4 Steingold, Fred
Legal forms for starting & running a small business

346.73 SM181 Sitarz, Dan
Complete book of small business legal forms simplified

Finance/Accounting

658 B73A2 Bragg, Steven M.
Accounting and finance for your small business

658.1592 F191F2 Fallek, Max
Finding money for your small business

658.1592 T484H Timmons, Jeffry A.
How to raise capital: techniques and strategies for financing and valuing your small business

www.sba.gov/financing
SBA web site loan page
Provides information about a variety of loan programs available through the Small Business Administration.

657.9042 IV32QS Ivens, Kathy
QuickBooks 2006: the official guide

www.wwbic.com/bl.htm
Wisconsin Women's Business Initiative Corporation's microloan program

www.wicpa.org
The **Wisconsin Institute of Certified Public Accountants** "For the Public" page will help you find and evaluate a cpa.

Selling to Government

Minority Business Program
Wis.Department of Administration
Phone 1-608-267-7806
Fax 1-608-267-0600
godwin.amegashie@doa.state.wi.us

Provides opportunities for minority firms to sell their products and services to the State of Wisconsin.

Business Procurement Assistance Center (BPAC)

Phone 1-608-243-4490
Fax 1-608-243-4486
www.matcmadison.edu/bpac/home.htm
email: bpac@matcmadison.edu

Provides technical and marketing assistance to help companies acquire and carry out local, state, federal, and international contracts.

Local & State Agencies

Racine County Small Business Development Center

2320 Renaissance Blvd.
Sturtevant, WI 53177 (262) 898-7414
www.parksidesbdc.com

The SBDC offers a wide range of services to entrepreneurs and small businesses, including telephone and in-person counseling for new and existing businesses. The SBDC also offers the Small Biz course, which gives business owners the essential ideas and skills to develop a business plan and to run a small business.

Center for Advanced Technology and Innovation (CATI)

2320 Renaissance Blvd.
Sturtevant, WI 53177 262-898-7414
www.thecati.com
CATI combines entrepreneurship, manufacturing technology and work force development. It offers manufacturing space, core manufacturing equipment, expertise and venture capital so companies and entrepreneurs can develop their ideas.