

Score Small Business Essentials Task List

“Actions and Plans to Start a New Small Business”

| Workshop | Workshop Attendee Task | Area |
|--|--|-------------------|
| Creating a Quick Business Plan in 3 Hours | Basic Planning: <ul style="list-style-type: none"> • Understand the importance of business planning and the planning process. • Create an “Unique Value Statement.” • Create a “Lean Canvas.” | Quick Planning |
| Successfully Starting A Business | Creating a Business Structure: <ul style="list-style-type: none"> • Choose your business entity. • Make a state business license application • Make a local business license application. • Make a plan for getting business insurance. • If you plan to seek funding: <ul style="list-style-type: none"> • Obtain personal FICO score and credit record. • Estimate startup costs. • List possible sources of funding. | Detailed Planning |
| Marketing: Pricing, packaging and promoting your product or service to sell more! | Creating a Marketing Plan: <ul style="list-style-type: none"> • Define your target market. • Create your product or service descriptions. • Decide on your pricing, packaging, and distribution of your products. • Write your marketing message: value prop, benefits & features. • Create a promotion plan for your business. • Create a plan for getting online. | |
| Managing Finances for New One Person Businesses | Creating a financial plan: <ul style="list-style-type: none"> • Calculate your startup costs. • Project your sales for your first year of business. • Create a projected P/L statement for the first year in business. • Create a Cash Flow Statement for your first year in business. • Create a plan for your accounting and tax payments. | |

Greater Seattle SCORE: To get a mentor or to register for a workshop go to:

<https://seattle.score.org/>