

# Planning Your Own Business Workshop

## Planning Your Own Business

You wouldn't think of jumping into a pool if you didn't know how to swim. Why then would you consider starting a new business without thorough preparation? That's the goal of our Planning Your Business Workshop.

Before registering we suggest you endeavor to determine if there is a market for your product or service. A good source of that information is the Yellow Pages where you will see what and where the local competition is and what they have to offer. The internet can also provide a wealth of information.

Much can be learned by checking other cities to see if there are similar businesses. Call them to get their slant on the potential — they'll be happy to talk to you. Hopefully, your conversation won't be discouraging. But if it is, you will have saved a lot of money, time and effort.

If you're ready to go, click on [BUSINESS WORKSHOP SCHEDULES](#) for dates, times and locations to participate in a Planning Your Own Business Workshop. Key subjects of discussion will include:

- Analyzing business opportunities
- Business structures to minimize owner liability
- Professional assistance: legal, accounting, insurance
- Marketing and Advertising
- Financing
- Introduction to Business Plans

Be sure to keep accurate documentation of your "Planning Your Own Business Workshop" related expenses. For more free advice make an appointment with a SCORE counselor.