

STARTING, PLANNING and RUNNING a SMALL BUSINESS: a RESOURCE GUIDE

Starting a Small Business

The art of the start 2.0: the time-tested, battle-hardened guide for anyone starting anything by Guy Kawasaki (2015)

658.11 KAWASAKI, 2015

Entrepreneur Magazine's StartUp series by various authors

Search "StartUp Series" as a title in the library's online catalog to see titles

Made to stick: why some ideas survive and others die by Chip Heath and Dan Heath (2007) 302.2 H351M

The small business bible: everything you need to know to succeed in your small business (3rd ed.) by Steven Strauss (2012)

658.022 STRAUSS, 2012

The small business start-up kit by Peri Pakroo (2014)

346.0652 PAKROO, 2014

Small time operator: how to start your own business, keep your books, pay your taxes, and stay out of trouble by Bernard B. Kamoroff (2017)

658.11 KAMOROFF, 2017

Start your own business: the only startup book you'll ever need by the staff at Entrepreneur Media, Inc. (2015)

658.041 START, 2015

The 10% entrepreneur: live your startup dream without quitting your day job by Patrick J. McGinnis (2016)

338.04 MCGINNIS

The women's small business start-up kit: a step by step legal guide (3rd ed.) by Peri Pakroo (2014)

658.11082 PAKROO, 2014

Business Plans & Models

Business Model Generation by Alexander Osterwalder and Yves Pigneur (2010)

658.4012 OSTERWALDER

Click millionaires: work less, live more with an internet business you love by Scott C. Fox
(2012)

658.872 FOX

Fail fast or win big: the start-up plan for starting now by Bernhard Schroeder (2015)

658.11 SCHROEDER

How to write a business plan (11th ed.) by Mike McKeever (2012)

658.4012 MCKEEVER, 2012

Write your business plan: get your plan in place and your business off the ground by the
staff of Entrepreneur Media, Inc. (2015)

658.4012 WRITE

Small Business Administration: Create Your Business Plan

sba.gov/starting-business/write-your-business-plan

A step-by-step guide to writing a business plan, with additional links to related resources.

Wiki How: How to Write a Business Plan

wikihow.com/write-a-business-plan

Covers market analysis to writing your plan, and includes sample business plans.

Bplans: Guide to Business Planning

bplans.com

Features over 500 free sample business plans and additional resources for funding, starting and managing your new business.

Legal Matters

Legal forms for starting & running a small business by Fred Steingold (2014)

346.0652 STEINGOLD, 2014

Legal guide for starting & running a small business by Fred Steingold (2013)

346.0652 STEINGOLD, 2013

LLC or Corporation?: how to choose the right form for your business (6th ed.) by Anthony Mancuso (2014)

346.0668 MANCUSO, 2014

Working for yourself: law and taxes for independent contractors, freelancers and consultants (9th ed.) by Stephen Fishman (2014)

343.0526 FISHMAN, 2014

Small Business Administration: Business Law Regulation

sba.gov > hover over Starting and Managing, then click Business Law and Regulations
A source for legal and regulatory information for America's small businesses.

Marketing

Direct selling for dummies by Belinda Ellsworth (2016)

658.872 ELLSWORTH

Get scrappy: smarter digital marketing for businesses big and small by Nick Westergaard (2016)

658.872 WESTERGAARD

Guerrilla marketing to heal the world: combining principles and profit to create the world we want by Jay Conrad Levinson and Shel Horowitz (2016)

658.408 LEVINSON

Seducing strangers: how to get people to buy what you're selling by Josh Weltman (2015)

659.1 WELTMAN

The sell: the secrets of selling anything to anyone by Fredrik Eklund (2015)

658.85 EKLUND

Small business marketing kit for dummies by Barbara Findlay Schenck (2012)

658.8 SCHENCK, 2012

HubSpot: The Essential Guide to Internet Marketing

offers.hubspot.com/essential-guide-internet-marketing

A step-by-step guide to setting up and implementing a successful Internet marketing strategy.

Shopify: Ecommerce Marketing Blog

shopify.com/blog

Shopify's free blog that includes posts on marketing, starting a business, ecommerce trends and more.

Management & Leadership

The advantage: why organizational health trumps everything else in business by Patrick Lencioni (2012)

658.4 LENCIONI

Crucial Conversations: tools for talking when the stakes are high by Kerry Patterson (2012)

153.6 PATTERSON

Decisive: how to make better choices in life and work by Chip Heath and Dan Heath (2013)

153.83 HEATH

Everybody matters: the extraordinary power of caring for your people like family by Bob Chapman and Raj Sisodia (2015)

658.4 CHAPMAN

Leading Change by John P. Kotter (2012)

658.406 KOTTER

Move your bus: an extraordinary new approach to accelerating success in work and life by Ron Clark (2015)

658.409 CLARK

The real-life MBA: your no-BS guide to competing, team building, and growing your career by Jack Welch (2015)

658.409 WELCH

The soft edge: where great companies find lasting success by Rich Karlgaard (2014)

658.4 KARLGAARD

Switch: how to change things when change is hard by Chip Heath and Dan Heath (2010)

303.4 H35S

What successful people know about leadership: advice from America's #1 leadership authority by John C. Maxwell (2016)

658.4 MAXWELL

Work rules!: insights from inside Google that will transform how you live and lead by Laszlo Bock (2015)

658.4092 BOCK

Work simply: embracing the power of your personal productivity style by Carson Tate (2015)

650.11 TATE

Financing

Deduct it!: lower your small business taxes (10th ed.) by Stephen Fishman (2014)

343.05268 FISHMAN, 2014

Finance your own business: get the financing fast track by Garrett Sutton, Esq. and Gerri Detweiler (2015)

658.1522 SUTTON

Keeping the books: basic recordkeeping and accounting for small business by Linda Pinson (2014)

657.2 PINSON, 2014

QuickBooks all-in-one for dummies by Stephen L. Nelson (2017)

005.369 QUI-B17, NELSON

Small Business Association Microloan Program

sba.gov/loans-grants

The SBA Microloan Program provides small loans to start-up, newly established, or growing small business concerns. Applications are submitted to the local intermediary and all decisions are made on the local level.

WHEDA Loan Program

wheda.com/business-lending

This program helps borrowers obtain financing on favorable terms to start-up, acquire or expand a small business.

Wisconsin Economic Development Corporation

inwisconsin.com

WEDC uses a range of state and federal investment programs to help businesses start, grow and relocate in Wisconsin.

Home Businesses

The crafty superstar ultimate craft business guide by Grace Dobush (2012)

338.477455 DOBUSH

Etsy-preneurship: everything you need to know to turn your handmade hobby into a thriving business by Jason Malinak (2013)

658.11 MALINAK

Everything guide to selling arts and crafts online by Kim Solga (2013)

745.5068 SOLGA

Home-based business series by various authors

Search "home-based business series" as a title in the library's online catalog to see available titles

Additional Resources

Greater Green Bay Chamber Business Resources

920-437-8704

titletown.org/news-and-resources/business-resources

The Greater Green Bay Chamber offers a variety of resources and services for small businesses, including a microloan program and information on operating a business in the Green Bay area.

MoreBusiness.com

morebusiness.com

Created by entrepreneurs for entrepreneurs, MoreBusiness.com has information about start-ups, marketing, financing, and free legal forms.

The New North

920-336-3860

thenewnorth.com

This resource focuses is on developing a small business and entrepreneurial agenda, assessing small business/entrepreneurial resources, and initiating web-based outreach and branding.

Northeast Wisconsin Technical College Entrepreneur Resource Center

920-498-5627 or 800-422-NWTC, ext.7124

nwtc.edu/erc

Meet with other entrepreneurs to share your ideas and strategies and get help with questions regarding topics such as business planning, business management, financial statement analysis, cash flow management, bank financing, exports and imports, marketing planning and product innovation.

Small Business Administration

800-827-5722

sba.gov

This federally funded organization will send brochures and answer questions about starting a small business.

Small Business Development Center at UW-Green Bay

920-496-2117

uwgb.edu/sbdc

The Small Business Development Center is part of a statewide network supporting entrepreneurs and business owners through no-cost, confidential consulting and targeted educational programs. They help with feasibility studies, financial planning, start-up workshops and more.

Wisconsin Center for Technology Commercialization

608-263-0398

wisconsinctc.org

From feasibility to funding, the WCTC offers business advice, training, financing opportunities and one-on-one assistance to early-stage emerging technology businesses throughout Wisconsin. Center consultants are experts in commercialization processes.