**6 Ways SCORE Can Help You Succeed**

Hello, everyone. Thank you for the introduction. As Christian mentioned my name is Candice Stennett. Today I will talking to about 6 Ways Can Help You Succeed. I have a short presentation where I will highlight the key services where we can help you find success in your business. After that, I will open it for questions where I will talk to you specifically about how SCORE can help you. With that let's go ahead and get started. Before I drill down to the six best ways they can succeed I would like to talk to about the organization.

SCORE is a nonprofit resource partner of the US small business administration. What's great about our nonprofit status and the support and funding received through the SBA, is that because of their support, we are able to offer most of our services for free or a very low cost. Keep that in mind as I am talking to you about all the ways we can help you succeed. >> One of the first questions I get when I talk about SCORE is what does it stand for ? I like to say it stands for small business. It's really what we are all about. Our mission as an organization is to help small businesses start and grow in America. We do that primarily through our mentoring and workshop services which I will talk about in more detail in a moment. If you really must know, when we were started back in 1964,

SCORE used to stand for service Corps of retired executives. We have since removed - - we've moved away from the acronym because it's not who we are anymore. Our volunteers who provide the majority of our services, they are actively working currently on their small businesses, or are recently retired and willing to share their expertise to help others succeed. Since our inception in 1964, we have helped over 11 million aspiring and existing entrepreneurs on their path to entrepreneurship. We average about over 50,000 new businesses per year through our mentoring and workshop services. We are effective, and we help you achieve your goals . I strongly encourage you to work with us if you have not already. With that, let's move on to

the six ways we can help you succeed. The first way is through our free personalized business advice. We share this with you through our free mentoring services you can get online or in one of our 300+ chapters across the nation. You can meet one-on-one with one of our experienced volunteer business mentors. You can participate and what we refer to as group mentoring where you can meet with a group of experts with a variety of expertise will talk to about your business and give you that customized expertise you need to help achieve your goals. Through our website at www.score.org you have the opportunity to browse through our Pro tiles - - profiles to pick your expert or you can submit your business question. We will assign you to the best expert for your business needs. We try to make it as simple as possible. This service is free. When you are starting your business or your thinking about ways to expand or grow, please know you don't have to do it alone. You have a network of over 10,000 volunteers across the US available to be a sound board and to share expertise to help you avoid what could be a costly error in your business to improve your chances for success. >> The next way we help you succeed is through our free or low-cost business training. What we found in our many years of working with small business owners is when you start out in business you know your craft. You know what it is you are passionate about. You know your industry. You may not know everything there is to know about running a business. Maybe you don't know how to do accounting. Maybe you don't know how to develop your business plan or how to do market or competitive research. That is where we come in. What's great, is if you don't have time to meet

with a mentor one-on-one and get that personalized expertise, you can visit your local chapter, or the website and you can take one of our business training courses. We offer this in a variety of formats. We have live, weekly webinars. They are most often held at Thursdays at 1 PM Eastern. If you go to the website you will see a listing of upcoming live webinars. These are presented by SCORE mentors, or some of our sponsors and alliance partners such as trade associations or organizations like [Indiscernible] or on deck or UPS store that will share their expertise to help educate you on a specific business topic. We also have self-directed, online learning courses. This is similar to what you may see from a college or a website

or something similar where you log onto our website and enter your registration information. You take this course when convenient to you. It often includes some instruction around a business topic and a number of handouts and recommendations on how you connect with a mentor to get additional advice. Additionally we offer conferences like this. This is one of our business training offerings were you can participate in this learning environment to learn more about how to succeed as a small business owner. Of course we offer either online courses or in person courses and business roundtables and seminars through your local chapter. What is really great about the local offerings is they vary by market. While you can find a wealth of resources on score.org at the national level, if you connect with your local chapter you will get more specific is misinformation about owning a business in your local community. You might find out about how to obtain a local business license or more information about local taxes or local considerations about getting started in your area. I strongly encourage you to check it out. You can find it on her website@score.org.

The third way we can help you succeed is with business templates. We have our resource library you can download business templates and financial spreadsheets and a number of checklists to help you help walk you through a specific process in starting or growing your business. It's something like a checklist for getting was social media or building your marketing plan things that are really going to simplify those tasks for you and break it down step by step. Or it will allow you to input your specific business information to help organize it in a way that will help you make the best decisions for your business. If you have not had a chance to check out our business library go to score.org and in the main menu you will see browse the library. Click on that. You can get started.

The fourth way that SCORE can help you is through a business library. We have a wealth of business information. If you are familiar with sites like entrepreneur or Forbes or other business media producers,

you might be familiar with business blogs or articles. We produce the same content. Most of it written by score mentors who have been there and done that. Written from a business center's perspective that will really help you understand how to run your business. Again we offer blogs, E guides podcasts, videos, a wealth of information in a variety of formats.

Another way SCORE can help you is through our network of partners. The support we receive with the SBA and we work with a number of corporate sponsors who fund specific projects or programs to provide information to small business owners.

One of the resources available to you through our partner support is what we call our foundation marketplace it's in the marketplace you can find a number of tools and offers and resources for your small business offered through our small business. You can see a sample of those offices. I also encourage you to take advantage of the [Indiscernible] to help with the partnered relationship. Additionally we offer a number of campaigns. And promotion throughout the year to help our small business clients succeed. One example of one of those campaigns is the American small business championships sponsored by Sam's Club. This is an annual campaign we run where to business orders - - owners from every state are awarded $1000 gift cards from Sam's Club. Additionally this year three grand prize winners will win $25,000 prizes again all through the support of Sam's Club. . Was also great about this campaign or others we run is that it's an opportunity to get your name out there to build awareness of your business through our website and our partners and through your own local efforts. To help build awareness of your business and attract new sponsors or new customers.

The final way that SCORE can help you that I want to talk about on this presentation is SCORE can help you expand your reach. Beyond the campaigns that I just mentioned, we feature a number of success stories on our website. We like to recognize the small business owners that work with us to achieve success and so if you visit our website you may see hundreds if not thousands of success stories where you can hear from small business owners that we are in your shoes that had questions in their startup days or in the growth phase of their business and worked with the SCORE mentor to reach a goal or accomplish a task . We like to share those stories with our network. This information is not only housed in our website, that we will promote it in our press releases either in your local community or nationally depending on the story or the opportunities that might be available. We also included in our email newsletters which are sent over 20 50,000 subscribers across the nation. We push this information out through our chapters. We have the opportunity to promote it locally. It's a more subtle form of advertising that can help build awareness for your business and get links to your website from score.org and through

any other channels where the information might be published. Just a good way to build recognition for your business. We also recognize our clients through our annual SCORE award ceremony. This is where we recognize the best of our small business clients and those that have made extraordinary achievements in their business and a number of categories. The winners of the awards are flown out to a ceremony in Washington DC where they are recognized through our mentors and partners . We also do a number of press releases and promotional packages and again promote it through our website and marketing channels. We really do all we can to help all of our small business owners not only through mentoring and workshops but also promotional efforts as well. If you have worked with a SCORE mentor and found success with a SCORE mentor please share that information with us. It's as simple as letting your mentor know you want to share your success story or email us at marketing@score.org and we will work with you to draft your success story and get it up on our website. >> On your screen you will see an example of our success stories page where as a client if you are looking for more information on say how others have succeeded through help with SCORE you can browse the success stories by business stage and topic by the type of entrepreneur and by industry and see some of the challenges and experiences others have gone through to find their success. Please check it out again. That's available at www.score.org. That is my presentation. I hope you have learned a number of ways that SCORE can help you. We are committed to your success. We are happy to help. Again, for free. Or for a low cost for some of our workshop programs but if you haven't had a chance to meet with a mentor yet, we have a mentoring hall in the virtual conference. I encourage you to stop by and chat with some of our mentors to get a feel for the experience and find us online at www.score.org. Thank you so much for your time and attention. I will now open it for questions. >> Thank you, Candace. We will open up to the Q&A. Our first question comes from Sylvia. Her question is how do you enter into the SCORE awards?

Great question. We take the applications we receive for the America's small business championship. We consider those as entries for the SCORE awards. When the championship opens up again next year, it normally opens in January. Make sure to apply. You will be applying not only for the championship and the prizes awarded, but you will also be considered for a SCORE award.

Our next question is how many mentors are we allowed to work with?

As many as you want. That's what's great about our organization and our vast network of volunteer mentors. You can find different specialists with expertise in different industries and business topics. I highly encourage you to find one that will be with you throughout the relationship with SCORE. But then calling different subject matter experts to help you on different topics. I think it's always helpful to have a number of different mentors you can lean on for advice if different questions pop up. >> Our next question comes from Cheryl.

Would the small business championship the applicable to have arts organizations that are for-profit? >> Anyone that's a small business owner can apply. I certainly encourage you to. If you have a chance to work with a SCORE mentor encourage you to do that just because they cannot only help you with the business but whenever it comes time to do the application they can provide information on that. Get your mentor and visit the hall or visit our website to connect with a mentor and then start thinking about how you will force your business. You can learn more about the championship at You can learn more about the championship@championship.score.org. >> Our next questions from Brian. He's currently working with a mentor in the small business in situ. Is SCORE different than what is currently working with ? Should he work with a SCORE mentor as well?

There are many different organizations that have mentoring either no cost to you or for no cost. Yes you can and should work with a SCORE mentor in addition to any other mentors you found either through your own personal networks or through college. Different mentors will often different levels of novel - - knowledge and expertise. Leverage your network to the best of your ability. Call on score for that SCORE been there done that expertise. Work with people who have experience with small business to help provide guidance and improve your chances for success. >> The next question I would love to have a person who is a photographer as a mentor is that possible to do through SCORE?

It is. If you visit SCORE and the score.org you will be presented with three options to be presented. You can submit a mentoring request and based on the information you enter will pair you with the appropriate expert. If you say you're looking for a photographer we will look to try to pair you with someone with expertise in the industry. Alternatively, we have a mentor search option on that page where you can enter a keyword like photography and find

mentors that have either been a photographer or have helped other photographers, and look through their bio and profile information to find what you think is the best match. The third option you have on that page is to connect with your local chapter directly per we can find the website and contact information or you can give them a call and see what resources they can recommend and pair you with.

There are a number of questions coming in regarding having more than one mentor. I think it would be great if you could cover that in a way that people will benefit most from. Primarily they are looking for someone who is in a different industry than they are in now. To >> Sure. I think that's where our website can help because you can connect with your local chapter and get expertise. Someone you can meet with face-to-face and build that interpersonal connection and rapport and is they are working with you and recommending local resources and expertise, you can find some online mentors to we have a number of mentors across the country, not necessarily in your local community that will

help answer questions via email or video mentoring through Google hangouts or Skype or similar technology. You can leverage our full network of experts to help you answer questions in the industry or give perspective from outside the industry. It will help you make the best choices for your business.

This next question is great. He wants to know if there are resources available from SCORE targeted to African-American population business owners and entrepreneurs ? >> That's a great question. Any resources we have for specific entrepreneurs. They can be found on the website. If you go to the browse the library page you will see a number of search filters on that page where you can drill down into all of our online resources to find what you're looking for. One of those filters is by entrepreneur type you can find resources specific to minority business owners or women's business owners or veteran business owners. I encourage you to use those filters to get to the information you are looking for. The on the online resources connect with your local chapter to get local referrals. A lot of our chapters built partnerships with the local chambers or their local

black chambers of commerce or similar organizations to provide the support and resources you need.

We have a question that came in asking her the blogs and educational information easy to access?

They are. If you go to score.org /blog you can find it there. The on everything we have all the educational resources are available on www.score.org. Most of them are house dark - - housed under browse the library that's where you find the blogs and podcasts checklist and templates. It's all there under the library. The only thing we pull up separately would be our educational workshops. Again those workshops are offered online and in your local chapter.

We do have a separate workshop section where you can browse through the course is to find the rate training for you. >> We actually have a wonderful question that several people asked. It states how do you know what is a local chapter? Is it the state of your business? Or the state you reside in? What happens if you live outside the US? Do you have a local chapter than? >>Excellent question. Right now SCORE only serves businesses in the United States. If you are let's say you are a veteran stationed abroad, you can work with SCORE.

I would direct you to our website to get connected with a mentor but if you are interested in finding your local chapter if you go to score.org/find-location enter your ZIP Code , city, and state or you can browse a listing by state to fund your local chapter. In terms of which one is your local chapter where your business is located or the state you live in, I think that is a great question for a mentor. I would start in the state you live in. Then talk with your local mentor and you can ask it would be better to connect with the mentor in a state where you do business. Actually in giving that you may want to do the opposite and connect with a mentor in the state where you do business. They will have more knowledge about any local regulations or resources for that business.

Thank you, Candace. There are a couple of these that overlap. I'm trying to get to those so we can touch on them. How do I connect with someone whose experience is in my field rather than someone local? I know you covered that a little but just to clarify. >> When you are on our website looking for a mentor if it doesn't matter where the person is located and what is really important to you is what industry the person has experience in or what business topic they are an expert in. I encourage you to use the mentor search. There are the same filters I talked about for the library resources. They are available for mentor searches as well. Instead of entering a keyword just click search which will bring you to the full list of mentors and you can drill down using the search filters for industries or expertise. You can find an expert in the industry you are looking for. You can also apply a search filter for your communication method. If you are looking for someone who will meet with you via a Google hang out you can filter the results by video mentor. That way you don't have to work with someone that is in your local community. You can work with our experts across the nation. >> Do we provide here at SCORE any advice or guidance on hiring interns for small businesses?

We do. We have used interns in some of our local chapters and beyond that we provide that expertise. We can work with you on how to

develop an internship that would really benefit your company as well as the intern you are hiring and work with you to help you understand some of the rules with the college you are affiliated with. That is certainly a question you can send to a SCORE mentor.

Does Tran - - SCORE help with trademarks and federal contracting?

Yes. All of the above. What's important to remember when working with a SCORE mentor is that we can provide advice on a variety of different business topics including legal issues and taxes. However, we cannot act as your legal representative or your tax advisor. There's a fine line and that's something I would encourage you to talk to your mentor about. We can talk to about intellectual property and the legal structure of your business and any of those legal issues and questions and we do have a number of online resources related to federal contracting and this is something we have a number of business experts in. Again, I encourage you to use the website to find a local mentor and some of those online resources that will help answer your bastions.

Here's another question we've been getting several times. Just to clarify. What happens if I [Indiscernible] with a mentor yet?

Just to be clear, I assume you're asking what happens if you have reached out to SCORE but have not been paired with a mentor? Is that correct, Kristin? >> There are a couple and that's generally what they say. It seems they have Artie reached out.

If you reached out to a local mentor and have not received a response yet, I encourage you to either email us at our headquarters office in Virginia you can reach out to help@score.org or you can pick up the phone and give your local chapter a call.

Our goal is to help get you paired with a mentor within 48 hours of submitting your request. If you have not received a response certainly email us and let us know. We will get you paired right away. >> We had a question that came in and says I am living in Haiti there's no way for me to find a mentor through the website. How can I find a wet - - mentor? >> That's an excellent question. I would encourage you to contact us at our 800-number or help@score.org. It's possible that due to your location we may not be able to help you or have local expertise. There are online resources where we may be able to provide answers or assistance. Reach out to us so we can work with you one-on-one or stop by our mentoring hall. We have a number of mentors available today in this virtual conference answering your questions on the spot and can help direct you to the resources that will help you. Stop by the mentoring hall and the SCORE booth and we can talk to about this one on one.

What SCORE resources would you recommend for someone starting their first business? >> If your just starting out we have a number of resources available. The first I would direct you to is there business planning and financial statements template gallery. This is a page that houses all of our most popular business templates. We have business plan templates for startup businesses. For established businesses. A number of different financial templates. Financial projection spreadsheets for those of you. There's cash flow spreadsheets and spreadsheets to help you calculate how much money it will take to start your business. There are a number of different templates and resources available on that gallery that many of our small business clients found helpful in starting their business. You can get started on those templates on your own.

I encourage you to connect with a mentor that can walk you through some resources.

This is a two-part question. The first are being if we have two inventions should be work with two different mentors? If we have two inventions and we want to enter the competition, should we do one or two entries?

Excellent question. To answer the first about whether or not you should have two different mentors I think it depends on what your invention is. A could be that they are drastically different from each other and you may want a mentor to help you with one of the inventions if it applies to one specific industry and someone from a different industry to help you with the other. I think I would need more details to answer the question but right off the bat I would say consider your offering and think about what type of assistance you need for each invention and use that information to point you to the right mentor. As far as your entry for a championship, I would say that if you are doing it under different business names, then by all means do two different entries. If it's the same business with just two different products, you can do it under one. I think if you go to championship.score.org and review the rules and look at prior entries, you will get examples of best practices and can learn from the winners from the past two years to see what teams to resonate with - - what seems to resonate with our audience and judges. Take a look and connect with your SCORE mentor to get further guidance. >> We had a great question coming from Teresa. If your SCORE mentor does consulting outside of SCORE can they offer those services to you?

No. In offering our expertise all of the mentoring is free. Anytime you work with a SCORE mentor it should be free. The only services we charge for are the workshops. Anything that's related to business training. That varies from chapter to chapter. In terms of our one-on-one mentoring, that is free. Many of our small business mentors are still in business and will have design agencies or consulting services . At no point should they use their SCORE experience to sell those services. In violates our code of ethics. It's something we certainly enforce with all of our mentors. It is not a practice they are allowed to do. If it's ever happened to you, contact us through the 800 number. Or help@score.org. We will work with you to pair you with another mentor and resolve any issues that may arise.

We actually had another question that came in. I want you to clarify it but it's similar. It says if a personal - - for personal advice you say it's free or low-cost I want to make sure the they realized the personal advice is free, correct?

That's correct. The only time where you might run into a charge and working with SCORE is with some workshops. That is because sometimes we will work with outside experts to come in and give a presentation or sometimes there's workshops that will have materials and other fees that incur a cost. Those costs would be covered through any registration fees for the workshops. Our mentoring is always free. >> Another great question. Are there any volunteer opportunities for individuals to help SCORE other than being a mentor?

Yes. That's a great question. We are always on the lookout for volunteers. There are a number of roles in which you can serve beyond being a small business mentor. You could participate in your local chapter as admin support. We are looking for people to help do the client intake process and review the mentoring requested help pair them with the mentor. We are looking for workshop presenters people that will come in and teach a business course for some of our small business clients. Relationship managers that will help the local score chapter connect with other resources to provide business information to business owners. There's a number of different roles you can serve in and the best way to get started is to visit score.org/volunteer and submit the application where you will be connected with the local chapter leader to learn more about what opportunities are available in your community.

Denny asks does SCORE have support groups and or buddy systems or just mentor dynamics? >> A number of our SCORE chapters have business roundtables or women cohort groups where they will - - it's a buddy system or it's a mentor network where they connect you with other business owners to help learn and support each other. It varies from chapter to chapter. I encourage you to find and connect with your local chapter to see what types of programs are available near you. >> There are several questions and hear about different industries and I wonder if you could talk more about industries we do work with across the nation. >> I don't know that there are any we don't work with. If you look at the search filters on our site, they are broad. They cover at a very high level all of the industries that are out there. I think if you browse through our network and connect with the chapter you will find a mentor that can help you in your industry. We have over 10,000 mentors available through the SCORE organization. Beyond that we partner with a number of different sponsors and organizations to provide expertise for our small business owners. Use that. Leverage our resources to get the answers you need. Again I don't think there are any industries that are excluded from the support we can provide.

Damien asks our small business franchise owners allowed to take part in a contact and receive support from SCORE mentors?

Absolutely. In the past we've had award winners and America's small business championship winners that are franchises. Liberty tax service we had a liberty tax franchise owner with a success story on score.org. She was a score award winner. There been others . If you're looking for that information or better idea on the types of businesses we serve, check out the success stories on score.org. You can hear from real-life business owners and hear them talk about how score has helped them in the type of expertise and advice they received through our organization. >> Teresa has one that will take longer to explain. Maybe the main difference between SBA and what score is >> The SBA the US small business administration is a federal agency that is in place to support small business owners. The SBA has a number of resource partners that help deliver services and provide support. Score is one of those partners. Other resource partners include SB DC which are small business development centers. They also have women's business centers and other resource partners that provide advice and information to help small business owners start and succeed. We are nonprofit and we are funded through the SBA but we are not the same organization. >> Are there opportunities to be a score partner?

Yes we have a number of partners you can find in the expo hall in the conference but beyond that we have a number of alliance partners. These are organizations that we partner with to either provide content on score.org or to offer workshops online or locally to provide other support to business owners. You're looking to be a sponsor there's a cost associated and I would direct you to these SCORE foundation which is the fundraising arm that helps provide funding for special programs through's corporate sponsorships if you want to develop an unpaid alliance partnership with us that is something you can email us at marketing@score.org and we will talk to about what opportunities might exist. >>

Thanks. I know we didn't get to all the questions. We encourage you to get free advice from a school - - SCORE mentor. Right now you can head to the booth Candace will be in there and you can ask her more questions and we will try to reach out to you if we couldn't answer your question during this webinar. Thank you so much.

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