



Traverse City

Quick Reference Guide to Resources at SCORE.org

SCORE is a national organization dedicated to helping entrepreneurs and small business thrive.

At our website, SCORE.org, you will find many resources that will help jumpstart your business. Here's a sample of what is available:

Business Plan Templates

For Start-ups: <https://www.score.org/resource/template/business-plan-template-a-startup-business>

For Established Businesses: <https://www.score.org/resource/template/business-plan-template-established-business>

Financial Templates

Start-up Expense Estimator: <https://www.score.org/resource/template/startup-expenses>

Break-even Analysis: <https://www.score.org/resource/template/break-even-analysis-template>

Profit and Loss Estimator: <https://www.score.org/resource/12-month-profit-and-loss-projection>

Balance Sheet Template: <https://www.score.org/resource/template/balance-sheet-template>

Comprehensive Financial Projections: <https://www.score.org/resource/template/financial-projections-template>

Marketing Webinars

How to Create a Marketing Plan: <https://www.score.org/event/how-create-a-marketing-plan-your-small-business-0>

Search Engine Optimization (SEO) Tips: <https://www.score.org/event/simple-seo-tips-improve-online-performance>

Start-up Road Map

If you are an entrepreneur just starting on your journey of small business ownership, we offer an on-line Start-up Road Map course that will guide you every step of the way: <https://www.score.org/startup-roadmap>

Mentoring

Many entrepreneurs and small business owners find that they want to have a mentor who can help guide them and provide feedback. Here in Traverse City, we have a local SCORE chapter comprised of more than 30 volunteer mentors — experienced business professionals who can help you achieve business success. If you would like to get connected to one of them, please make your request here: <https://www.score.org/traverse-city/local-mentors>

If you prefer to work with a mentor who has a specific skill set, regardless of location, you can search our national database of mentors by industry and subject matter expertise here: <https://www.score.org/search-mentors>