

Jefferson Small Business News

January 4, 2015

This newsletter – sponsored by the **Jefferson County Small Business Development Program (SBDP)** - is for businesses and entrepreneurs in

Monticello & Jefferson County, FL ... and others interested in promoting good business for and within Jefferson County.

Free Training for Local Businesses

The SBDP sponsors training programs and workshops to support local businesses on topics of special importance for their success. All events are Free-of-Charge and open to the public. Our first two events for 2016 are here:

“How to Get Your Small Business Funded”

January 14, 2016 6:00 – 7:45 PM

Jefferson County Annex

“Permitting & Land Use Requirements for Local Businesses”

March 9, 2016 6:30 – 8:00 PM



Funding is a basic need for getting a business started and for growing established businesses to new heights. Whether you need funding right now or may in the future it's important to understand the options, process and considerations for getting it. This free workshop has been scheduled to assist local entrepreneurs with this fundamental part of business success.

The SBDP's January workshop will feature presentations by state officials and a Big Bend area lender. Small business funding programs of the state will be explained along with other available funding resources. Presenters include:

- Marianne Arbulu of Monticello who serves as Small Business Programs Manager, Division of Community Development, Florida Department of Economic Opportunity
- Pam Tedesco, Loan Administrator for Access Florida Finance
- Garry Thomas, FCCM, Florida Department of Economic Opportunity
- Marcia Elder, Director, Jefferson County Small Business Development Program

Among the variety of resources to be addressed by the guest presenters will be “micro-lenders” with flexible lending terms and suitable for a wide range of business types. Funders focused on black and Hispanic businesses will also be included.

Attend this workshop to get an overview of the options and find out further details on programs to suit your business needs – such as available loan amounts, requirements for applications, credit scores, collateral, business plans and more. Learn about local lenders as well. Participants will gain valuable information and contacts to help make and keep your business a success. *Continued ...*

The above workshops are being sponsored by the Jefferson County Small Business Development Program. Reserve your space for this free event by emailing smallbusiness@jeffersoncountyfl.gov or calling 363-3753. And find out about other free services for local business support at www.JeffersonMeansBusiness.com.

The Jefferson County Annex is located at 435 West Walnut Street (behind Building A of the old high school, at Water Street) and the event will be held in the County Commission chambers.

How Do You Know If Your Business Is a Success ... & How to Make Sure It Is!



It's hard to believe that a new year has just begun. Time is indeed flying ... and, from a business perspective, "time is money". But is there more to the picture?

As part of year-end planning businesses are accustomed to taking stock of their financial status – how they're doing, where are they in relation to financial goals for the year, what steps are needed for tax purposes and the like.

These steps are very important ... and the year-end, and New Year's, process can be so much more.

Having a Strategic Plan in place to guide the business through the year can be worth its weight in gold. If your business doesn't have one, now's a great time to put your 2016 Plan together.

Asking yourself strategic questions is a timely step that everyone can take too ... questions that go beyond the necessary one of "how much money are we making?". Questions like:

- What did the business accomplish in the past year?
- Have we been "successful"?
- What are our measures of success (apart from the financial ones)?
- What new strategy can make a big difference for the future of my business?
- If I could change the business in whatever way I wanted what would it be?
- How can we improve the business in the year ahead?
- What specific steps will help us position for greater success?

And, if you're a business owner or manager, or plan to be one day, questions like:

- How does (or how will) this business meet my needs?
- What are my needs (aside from a "paycheck")?
- What about the needs of my employees? My customers & clients? The community?
- What personal quality do I most need to have business success?
- What steps can I (and we) take to get better results?

Understanding our personal needs is integral to business and career success. The options are many: from meeting new people, interacting with others each day, being active and maybe even having fun ... to being responsible in supporting loved ones ... to learning new things ... feeling a sense of freedom

... the chance to be creative ... feeling capable and accomplished through doing a good or great job ... to making a difference by helping others ... and the list goes on.

Think about it: what's on the list for you? And how can your work be made even more fulfilling of your needs? What specific steps can you take? Consider (specifically) what it means to you to have a successful business, and to be a successful business-person.

Whether you're in business or starting a new business, we can help with your business planning, evaluation of your business, marketing

needs and more. Our services are available at no charge and support is provided in-person, online and by phone, both during and after standard business hours. We welcome the opportunity to serve you, for your best success this year and beyond!

For further details or to schedule an appointment:
smallbusiness@jeffersoncountyfl.gov, 363-3753, www.JeffersonMeansBusiness.com.

Article from Blog by Marcia Elder, Jefferson County Small Business Development Director

Getting Your Business Ready for 2016



USA Today kicked off the new year with a Blog on **“Strategies: 16 small business resolutions for 2016”**. Three of their priorities are here:

“Make a decision to grow. Growth doesn't just happen. If you want to grow your business, you need a vision of what that growth would look like and a commitment to make that happen. It means putting your resources — mental, emotional, financial, personnel — toward growth.”

“Figure out what makes you money. All money is the same, right? Wrong. Businesses have two kinds of money, cash flow — which keeps the doors open short-term — and profits — which provides long-term security. Understand, and concentrate on, the parts of your business that bring you profits.”

“Shop local, shop small. Small businesses should stick together. Work with other small businesses in your community to do joint marketing and spend your dollars with other small businesses too.”

The other thirteen strategies from this article by Rhonda Abrams may be found on the USA Today Website (search for the article title above or go to: <http://www.usatoday.com/story/money/columnist/abr>

[ams/2016/01/01/strategies-16-small-business-resolutions-2016/78044040/](http://www.usatoday.com/story/money/columnist/abrams/2016/01/01/strategies-16-small-business-resolutions-2016/78044040/)

In **“10 New Year's Resolutions Entrepreneurs Should Make Every Year”**, John Rampton lays out a series of insights and tips for businesses. Tenth among them is this:

“Remember why you became an entrepreneur:

Regardless if you're in a rough patch or enjoying substantial growth, never forget why you became an entrepreneur in the first place. For most of us, we had an idea to make the world a better place in our niche. Take the time next year to remember why you embarked on the entrepreneurial journey. Use that to guide you going forward.”

Read the rest of his article in Entrepreneur Magazine's online edition here:
<http://www.entrepreneur.com/article/254378>

Another Entrepreneur piece with related thoughts for 2016 is this article: **“4 Ways to Make Your Business Better in the New Year”**. Access it here:
<http://www.entrepreneur.com/article/254380>

For an electronic version of this newsletter, with clickable links, see the Resources tab of the SBDP website.

Yet another resource for 2016 and beyond is SmallBizTrends.com. In their end of the year article, "**New Year's Resolution Checklist for Small Businesses**", one of author Brian Hughes' offerings is:

"Resolution #3: Get a Leg Up on the Competition with Continuing Education"

Continuing education is a must for small business owners, but unless there's a certification renewal required for our jobs, most of us put these classes off on the back burner. The result: from accounting to marketing, we keep doing things the same way we always have – oftentimes missing out on better, easier solutions. From public speaking to grant writing, make this the year you conquer a professional fear, learn a new skill, and grow your professional network while doing so."

For more on this article go to the mentioned Website and search for the title (which will take you to this link:
<http://smallbiztrends.com/2015/12/new-years-resolution-checklist-small-businesses.html>).

Meanwhile, in "**Setting Your Sights on the New Year**", Annie Pilon (also of smallbiztrends.com) notes: "Look at What You've Already Accomplished --

You likely have a lot of aspirations for 2016. But don't discount what you've already accomplished in 2015. Taking a look back at what you accomplished (or didn't) throughout the past year can give you some perspective and maybe even some inspiration. Plus, looking at any mistakes you may have made can help you learn from them so that you don't walk down a similar path this year."

Business.com has a further take on the subject. In "**New Year, New You: 6 New Year's Resolutions for Business Owners**" (December 31, 2015), Sarah Landrum notes:

Fire Up Your Expansion

"2016 is the year your business is going to grow exponentially." This should become your new mantra.

Back when you started, you probably had a business plan projecting out five, ten and even twenty years into the future. Have you hit your benchmarks? If so, then why aren't you expanding? Your only chance for growth is to take that next step toward expansion.

Whether it means setting targets for new customer acquisition, adding to your product line or reaching into foreign territories, the new business is not going to come to you. You have to go out there and bring the business back."

The full article is here:

<http://www.business.com/productivity/6-new-years-resolutions-for-business-owners/>

*Last but not least is this excerpt from the Huffington Post's "**Small Business 2016 New Year's Resolutions**":*

"Take the time to understand your finances Understanding the nitty gritty of your finances is crucial to running a successful small business, but this is especially true if you're coming from a place of bad credit. The best way to get a handle on your finances, says Brad Farris, a business advisor with Anchor Advisors, is to sit down once a month and review your income statement, balance sheet and cash flow for the prior month. Use the time to look for changes and trends, as well as to monitor your receivables and inventory."

The author adds to this advice: "Also, consider hiring a bookkeeper, a relatively inexpensive option, Farris says. A bookkeeper will do a better job of identifying patterns and monitoring your finances ... It's done on time instead of in the middle of the night when you're bleary eyed and should be doing something else," he says. "I always tell my owners that if I see them entering a transaction in QuickBooks themselves, I'm going to slap their fingers."

What Resolutions and actions will get you to where you want to be for the New Year? If you haven't done so already, now's the time to map out your strategy and plans. Good luck in the process and call on the SBDP where we can be of support.

Small Business Stats an Aid for New Year's & Long Term Planning



In an online article entitled "15 Surprising Small Business Statistics" assorted stats for and about small business USA are presented, such as these"

- "76% of small business owners report facing marketing challenges. The growth of online marketing has increased the complexity small business owners have to face when marketing their companies. (Source: Capital One).

- America is built on the backs of individuals, and 79.66% of small businesses are self-employed individuals. (Source: NASE)
- Businesses with less than five employees make up 62% of all businesses in the US. (Source: US Small_Business Administration)
- Americans still start their businesses on their own backs. 77% of small businesses rely on personal savings for their initial funds. (Source: Wells Fargo-Gallup poll)
- Small business owners are getting older. 51% of small business owners are over 50 years old, while only 16% are under 35. (Source: US Census Bureau via *Wall Street Journal*)"

The article goes on to emphasize the fast changing landscape of business where "online is the new normal, businesses are now as likely to be based out of a house as out of a storefront, and large businesses are dropping billions of dollars on tech start-ups."

For ten more stats of interest check out <http://blog.capterra.com/small-business-statistics/>. June 3, 2015 by Andrew Marder.

Speaking of relevant statistics: the **US Census Bureau** conducts a nationwide "Survey of Business Owners" every five years. They've done so since 1972.

Among other uses, "SBO results have helped to profile census-to-census changes in business performance, highlight conditions of business success and failure, and compare minority-/nonminority-, women-/men-, and veteran-/nonveteran-owned businesses".

- Gender, ethnicity, race, and veteran status
- Geographic location
- Industry types by geographic area
- Firm receipts size
- Firm employment size

According to the Census office, "business entrepreneurs routinely use the SBO statistics for such purposes as to analyze their operations in comparison to similar firms, compute their market share, and assess their growth and future prospects".

Some 1.75 million businesses were selected for the 2012 Survey asking them for information about characteristics of the businesses and their owners. Final results were released in late 2015.

SBO data are presented by:

Results of the last Survey are here:
<http://www.census.gov/econ/sbo/getdata.html>

The "Characteristics of Businesses and the Characteristics of Business Owners" data will be released in March 2016 and will include further geography and industry detail.

An Annual Survey of Entrepreneurs is also undertaken For more information about the ASE, see www.census.gov/econ/ase.

Ideas for New Business Ventures



Business News Daily has a good-sized list of ideas for business ventures, in three different categories:

- 18 Great Home-Based Business Ideas
- 10 Unique Business Ideas
- 14 Best Jobs for Introverts

Looking for ideas to ponder or pounce on? Check them out here:
<http://www.businessnewsdaily.com/1646-great-business-ideas-2012.html>

In "Low Cost Business Ideas", Entrepreneur Magazine presents **The Top 100 Low-Cost Franchises**:

"Franchises with lower costs of entry can make it easier for you to plan to be your own boss. Here's a look at the strategies behind low-cost franchising and some resources on where to find successful opportunities." A wide range of ideas may be found at: <http://www.entrepreneur.com/article/246400>

This Forbes article maps out even more ideas in "**20 Businesses You Can Start Tomorrow**". They write:

"Entrepreneurship is hard, but it is not only for the well-heeled and overly educated. Have some common sense and plenty of determination? There are plenty of businesses you can start on a shoestring budget and without specialized skills or a fancy degree. Here are 20, some of them quirker than others, care of Richard Walsh, author of *The Start Your Own Business Bible*, published in June 2011 by Adams Business, a division of F+W Media. For each we give: a description of the business, the startup capital required (as little as \$5,000 in some cases), the typical fee structure, initial equipment needed, hidden costs and an operational tip."

Learn about the businesses here: http://www.forbes.com/2011/06/09/20-businesses-you-can-start-now_slide.html

Motivational Quotes for the Business-Minded

Thanks to TEHMINA ZAMAN of Epreneur TV for her compilation of these 50 favorite motivational quotes for businesses:

1. Courage is being scared to death, but saddling up anyway. ~ John Wayne

2. If you don't make things happen then things will happen to you. ~ Robert Collier

3. A business has to be involving, it has to be fun, and it has to exercise your creative instincts. ~ Richard Branson

4. Live daringly, boldly, fearlessly. Taste the relish to be found in competition – in having put forth the best within you. ~ Henry J. Kaiser

5. Winning is not a sometime thing; it's an all time thing. You don't win once in a while, you don't do things right once in a while, you do them right all the time. Winning is habit. Unfortunately, so is losing. ~ Vince Lombardi

6. You were born to win, but to be a winner, you must plan to win, prepare to win, and expect to win. ~ Zig Ziglar

7. A business that makes nothing but money is a poor business. ~ Henry Ford

8. Whatever the mind of man can conceive and believe, it can achieve. Thoughts are things! And powerful things at that, when mixed with definiteness of purpose, and burning desire, can be translated into riches. ~ Napoleon Hill

9. To be successful, you have to have your heart in your business, and your business in your heart. ~ Thomas Watson, Sr.

10. Success is walking from failure to failure with no loss of enthusiasm. ~ Winston Churchill

11. To succeed... You need to find something to hold on to, something to motivate you, something to inspire you. ~ Tony Dorsett

12. Things work out best for those who make the best of how things work out. ~ John Wooden

13. You've got to say, I think that if I keep working at this and want it badly enough I can have it. It's called perseverance. ~ Lee Iacocca

14. Forget past mistakes. Forget failures. Forget everything except what you're going to do now and do it. ~ William Durant

15. I find that when you have a real interest in life and a curious life, that sleep is not the most important thing. ~ Martha Stewart

16. Success in business requires training and discipline and hard work. But if you're not frightened by these things, the opportunities are just as great today as they ever were. ~ David Rockefeller

17. Success is liking yourself, liking what you do, and liking how you do it. ~ Maya Angelou

18. Nothing great was ever achieved without enthusiasm. ~ Ralph Waldo Emerson

19. If you are going through hell, keep going. ~ Winston Churchill

20. It does not matter how slowly you go, so long as you do not stop. ~ Confucius

21. I've always believed that one woman's success can only help another woman's success. ~ Gloria Vanderbilt

22. Life isn't worth living unless you're willing to take some big chances and go for broke. ~ Eliot Wiggington

23. Life's challenges are not supposed to paralyze you; they're supposed to help you discover who you are. ~ Bernice Johnson Reagon

24. The successful warrior is the average man, with laser-like focus. ~ Bruce Lee

25. You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future.



26. You have to trust in something – your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life. ~ Steve Jobs

27. If you don't value your time, neither will others. Stop giving away your time and talents. Value what you know and start charging for it. ~ Kim Garst

28. Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence. ~ Helen Keller

29. People become really quite remarkable when they start thinking that they can do things. When

they believe in themselves, they have the first secret of success. ~ Norman Vincent Peale

30. Progress always involves risks. You can't steal second base and keep your foot on first. ~ Frederick B Wilcox

31. Quality means doing it right when no one is looking. ~Henry Ford

32. Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. ~ Mark Twain

33. The difference between ordinary and extraordinary is that little extra. ~ Jimmy Johnson



34. The essential question is not, "How busy are you?" but "What are you busy at?" ~ Oprah Winfrey

35. If you genuinely want something, don't wait for it – teach yourself to be impatient. ~ Gurbaksh Chahal

36. There are no shortcuts to any place worth going. ~ Beverly Sills

37. We can let circumstances rule us, or we can take charge and rule our lives from within. ~ Earl Nightingale

38. Success is the sum of small efforts – repeated day in and day out. ~ Robert Collier

39. I have not failed. I've just found 10,000 ways that won't work. ~ Thomas A. Edison

40. Take up one idea. Make that one idea your life – think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success. ~ Swami Vivekananda

41. Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world. ~ Harriet Tubman

42. No one saves us but ourselves. No one can and no one may. We ourselves must walk the path. ~ Buddha

43. Nothing is particularly hard if you divide it into small jobs. ~ Henry Ford

44. When I dare to be powerful – to use my strength in the service of my vision, then it becomes less and less important whether I am afraid. ~ Audre Lorde

45. Don't let the fear of losing be greater than the excitement of winning. ~ Robert Kiyosaki

46. If you work just for money, you'll never make it, but if you love what you're doing and you always put the customer first, success will be yours. ~ Ray Kroc

47. The only place where success comes before work is in the dictionary. ~ Vidal Sassoon

48. The important thing is not being afraid to take a chance. Remember, the greatest failure is to not try. Once you find something you love to do, be the best at doing it. ~ Debbi Fields

49. Have a very good reason for everything you do. ~ Laurence Olivier

50. Capital isn't scarce; vision is. ~ Sam Walton

Business Success Services - Free to Local Businesses & Entrepreneurs

Planning to start a new business? Or to expand or improve upon an existing one? We're here to help!

The Jefferson Small Business Development Program provides a host of services to support small businesses ... and they're all available at No Charge.



Services range from help with business planning, evaluating business concepts, financial analysis and planning, marketing solutions, viable business locations, operational improvements and a whole lot more.

"Virtual Clients" - As described on our Website, in addition to in-person support, local individuals and companies can also receive live one-on-one services at the click of a finger. Book an appointment through this service and you'll receive a link for your private session with an SBDP small business professional.

Our virtual services can be tapped via computer or mobile device, so you can **join us live from wherever you are** – and you don't have to be "technology savvy" to take part!

We welcome the opportunity to further serve local businesses and entrepreneurs. Let us know how we can support you in getting or staying on top in your business!

Compliments of:

Jefferson County Small Business Development Program

Program Director, Marcia Elder

Contact us at: 363-3753 smallbusiness@jeffersoncountyfl.gov

www.JeffersonMeansBusiness.com

We've also created a **You Tube Channel** where we'll host informative business videos ... and additional videos will be made available to those who sign up on our Website (see the Home page).

While you're at it be sure to Like the **SBDP Facebook** page (Jefferson County FL Small Business Development) featuring news, tips and resources for local businesses.

And stay tuned for future issues of our SBDP e-zine (electronic newsletter). To save on postage, the **Jefferson Small Business News** is published most often via e-zine. Sign onto our Home page to get yours by email ... & spread the word to others.

We also **welcome news and requested topics** for future issues!

Call or email for an appointment to discuss your interests and needs. Meetings are available in person, by phone and online.

The **SBDP Newsletter** is available periodically by mail with additional editions by email.

To be on our mailing list email us your request or sign on to the Home page of our Website:
JeffersonMeansBusiness.com