

**Ask SCORE for Business Advice**

**“SHOULD I DO THIS?”**

*By Chris Harkins, Green Bay Score*

Happy New Year! The Green Bay chapter of SCORE, Counselors to America's Small Business is excited to participate in this new business column. We welcome the opportunity to share our experiences with you and to provide you with the necessary tools for starting, growing and sustaining your small business. We will address specific areas of concern, identify resources within our community and throughout the year success stories will be highlighted involving your friends and neighbors who can say with confidence, “I am self employed!”

Too many good ideas are casually tossed about by individuals who are unwilling or unable to follow through. This weekly column will give you the strategies you'll need to get started and stay strong. It won't be easy and it will involve considerable time and effort. Are you up to it?

Thinking about starting your own business? Have you realistically considered the advantages and disadvantages of being your own boss? Owning a business is very different from working for someone. Most people who dream about owning a business think a lot about the money they'll make, the freedom to set their own hours and the abundant rewards that come with their imagined success. But, before you say good-bye to the stability of a paycheck and a reasonable work week, ask yourself, “Should I do this?”

Check all that apply:

- I enjoy physical work
- I'm healthy
- I'm a self starter
- I'm ambitious
- I am comfortable leading others
- I am responsible
- I'm knowledgeable in this area
- I like doing this kind of work
- I am focused
- I enjoy challenge
- I'm persistent

- I'm patient
- I have reliable work habits
- I'm disciplined
- I see projects through to completion
- I handle stress well
- I accept there will be sacrifices
- I enjoy working with people
- I know how to budget money
- I am organized
- I am flexible
- I am comfortable communicating with others
- I manage my time wisely
- I'm prepared to work many hours
- I have financial stability
- I have the support of those whose opinion matters
- I am competitive
- I can accept change
- I am passionate
- I have an alternative source of income and benefits
- I HAVE A PLAN

Are you ready to take the **next** step? Establish a resource binder which will allow you to organize any information you obtain. There are materials available through any branch of the Brown County Library and the internet has a variety of sites specific to your needs. Local free counseling support through organizations including SCORE is available. We have experienced professionals with a variety of backgrounds including but not limited to banking, manufacturing, human resources, commercial real estate, marketing, insurance and the food and beverage industry. Our counselors bring a combined experience of over a thousand years to the table. We invite you to sit down and share your dream with us.

Your first step is often the most difficult, but your determination and commitment to your goals is what gives you courage as you dare to begin.

For more information on starting your own business visit the Small Business Administration website at [www.sba.gov](http://www.sba.gov) or the national SCORE website at [www.SCORE.org](http://www.SCORE.org). For local information, contact the Green Bay chapter of SCORE at [www.greenbayscore.org](http://www.greenbayscore.org) or call Cindy Gokey at 920-496-8930 for information on counseling, resources and the upcoming workshops scheduled for February 6<sup>th</sup> and 13<sup>th</sup> (2007) at NWTC's Center for Business and Industry.