

## **BIC REFERENCE MATERIALS**

**February 2003**

At SBA, we recognize that not all small business owners are comfortable with high technology. That's why we have an extensive library of small business reference books, periodicals and videotapes PLUS a quiet atmosphere where you can work on your business and marketing plans. These materials are updated regularly. There's also staff to help you find what you need. We invite you to come back often.

## **OASIS/PSI RESEARCH**

Bottom Line Basics  
Business Environmental Handbook  
Business Owners Guide Bookkeeping and Accounting  
Buyer's Guide To Business Insurance  
California Corp. Formation Package  
Collection Techniques Small Business  
Company Policy & Personnel Workbook  
Company Policy Binder & ASCII Text Files IBM  
Company Relocation Handbook  
Comp Control: Secrets to Reducing Costs  
Complete Book of Business Forms  
Connecting Online  
Customer Engineering  
Develop & Market Creative Business Ideas  
Doing Business In Russia  
Draw The Line  
Essential Corporation Handbook  
Essential Limited Liability  
Essentials: Tomorrow's Leaders  
Export Now  
Financial Management Techniques  
Finance Your Small Business  
Franchise Bible  
Friendship Marketing  
Funding High Tech Ventures  
Home Business Made Easy  
Information Breakthrough  
Insider's Guide to Small Business Loans  
Instacorp - Book and Software  
Insurance Assistant Software/Windows & Binder  
Joysticks, Blinking Lights, Trills & Things  
Keeping Score  
Know Your Market

Legal Expense Defense  
Location, Location, Location  
Mail Order Legal Guide  
Managing People  
Marketing Mastery  
Money Connection  
Moonlighting: Earning a 2nd Income  
People Investment  
Power Marketing  
Profit Power  
Proposal Development  
Raising Capital  
Renaissance 2000: Liberal Arts  
Retail in Detail  
Safety Law Compliance for California Businesses  
Secrets: Buying & Selling a Business  
Secure Your Future  
Small Business Insider's Guide to Bankers  
Start Your Business  
Start Your Business Book & Windows Software

Starting & Operating A Business in 51 States  
Successful Business Plan Binder & Windows  
Successful Business Plan: Secrets & Strategies  
Successful Network Marketing  
Survey Genie - Customer Edition IBM  
Survey Guide - Employee Edition IBM  
Surviving and Prospering Business Partnership  
TargetSmart  
Thrills & things  
Top Tax Saving Ideas  
Which Business  
Write Your Business Contracts

New State-Specific Series in Specified and Adjacent States  
SmartStart Your Alabama Business  
SmartStart Your Arizona Business  
SmartStart Your Arkansas Business  
SmartStart Your California Business  
SmartStart Your Colorado Business  
SmartStart Your Connecticut Business  
SmartStart Your Florida Business

SmartStart Your Georgia Business  
SmartStart Your Hawaii Business  
SmartStart Your Illinois Business  
SmartStart Your Indiana Business  
SmartStart Your Iowa Business  
SmartStart Your Kansas Business  
SmartStart Your Kentucky Business  
SmartStart Your Louisiana Business  
SmartStart Your Maryland Business  
SmartStart Your Massachusetts Business  
SmartStart Your Michigan Business  
SmartStart Your Minnesota Business  
SmartStart Your Missouri Business  
SmartStart Your Nebraska Business  
SmartStart Your New Hampshire Business  
SmartStart Your New Mexico Business  
SmartStart Your New Jersey Business  
SmartStart Your New York Business  
SmartStart Your North Carolina Business  
SmartStart Your Ohio Business  
SmartStart Your Oklahoma Business  
SmartStart Your Oregon Business  
SmartStart Your Pennsylvania Business  
SmartStart Your South Carolina Business  
SmartStart Your Tennessee Business  
SmartStart Your Texas Business  
SmartStart Your Virginia Business  
SmartStart Your Washington Business  
SmartStart Your Washington DC Business  
SmartStart Your Wisconsin Business

## **THE ENTREPRENEUR GROUP**

1015 Mail Order  
1071 Seminar Promoting  
1076 Car Wash  
1092 Import/Export  
1136 Business Support Services  
1146 Auto Detailing  
1151 Consulting Business  
1154 Travel Agency  
1158 Child Care Service  
1162 Laundry  
1170 Hair Salon/Family  
1186 Bar/Tavern

1189 Temp Help  
1198 Lawn Care  
1202 Coffee House  
1221 Computer Consulting  
1222 Multi-Level Marketing  
1228 Executive Recruiting  
1229 Consignment Clothing  
1237 Information Broker  
1278 Bed and Breakfast  
1282 Herb Farming  
1288 Desktop Publishing  
1304 Craft Business  
1306 Gift Basket  
1313 Event Planning Planner  
1328 Freight Broker  
1330 Bridal Consultant  
1334 Home Inspection  
1345 Medical Claims  
1369 Home Health-Care Agency  
1375 Coin-Operated Vending Machine  
1386 Specialty Travel and Tours  
1391 Wholesale Distributing Business  
1392 Medical Transcription  
1293 Internet Entrepreneur  
1400 Food Service  
1800 Business Plan  
1806 Entrepreneur's Guide to Raising Money  
1809 Marketing & Sales  
1811 Starting Your Own Business  
1812 Managing a Small Business  
1813 Bringing Your Own Product to Market  
1815 Starting and Running Your Homebased Business  
1816 Cleaning Service  
1817 Apparel Business  
1850 Management Series  
2000 What If? Forecasting Software  
3500 Small Business Encyclopedia Vol. 1-3

Discontinued by Entrepreneur  
As of 1-30-03  
(May Be in Some Pre-2002 BICs)

1006 Pizzeria  
1007 Pet Shop  
1012 Window Washing Service

1022 Bicycle/Moped Store  
1024 Liquor Store  
1031 Parking Lot Striping  
1033 Pet Hotel and Grooming  
1034 Janitorial Service  
1037 Dry Cleaning  
1042 Mini Warehouse  
1043 Tee Shirt Shop  
1046 Self-Improvement Seminar  
1051 Employment Agency  
1053 Carpet Cleaning Service  
1055 Fried Chicken Take-Out  
1056 Mobile Restaurant  
1058 Child Care  
1067 Newsletter  
1091 Burglar Alarm Sales  
1098 Liquidator-Goods Broker  
1100 Pinball and Electronic Games  
1107 Women Apparel Shop  
1108 Used Car Agency  
1111 Promotional Gimmicks  
1117 Used Bookstore  
1128 Soup Bar  
1132 Hobby Shop  
1133 Fabric Shop/Discount  
1136 Business Support Services  
1143 Flower Shop  
1148 Telephone Answering Service  
1150 Mobile Surface Cleaning  
1152 Lingerie Shop  
1156 Sandwich Shop/Deli  
1160 Maid Service  
1161 Children Apparel Store  
1172 Physical Fitness Center  
1173 Convenience Food  
1182 Wedding Shop  
1194 Dating Service  
1192 Video Cassette Retail Store  
1204 Video Taping Service  
1207 Collection Agency  
1209 One Hour Photo  
1212 Consignment Furniture  
1215 Food & Party Catering  
1223 Ad Agency  
1224 Limousine Service  
1226 TV and Movie Production

1227 Government Contract  
1232 Coupon Mailers  
1236 Apartment Preparation  
1242 Balloon Delivery  
1245 Typesetting Service  
1249 House Painting  
1254 Entrepreneurial Quiz  
1256 Computer Repair Service  
1258 Freelance Commercial  
1260 Resume Writing and Career  
1261 Software Retail Store  
1262 PVC Furniture  
1264 Image Consulting  
1265 Home Computer  
1274 Nail Salon  
1277 Beauty Supply  
1279 Restaurant Start  
1280 Pest Control  
1283 Party Goods Gift Shop  
1284 Real Estate Investment  
1285 Pool Cleaning Repair  
1286 Sporting Goods  
1287 Packaging and Shipping  
1290 Sweats Only  
1292 Advertising Specialties  
1293 Children's Bookstore  
1296 Health Food Vitamin  
1298 Copy Shop  
1299 Vending Business  
1307 Business Development  
1308 Compact Disc Store  
1309 Check Cashing Service  
1310 Personal Shopping Service  
1314 Interior Design  
1315 SBA Loan Guide  
1317 Business Brokerage  
1319 Standard Business Forms  
1320 Private Investigator  
1321 Cartoon Animation Store  
1323 Kiosks and Carts Business  
1324 Public Relations Agency  
1332 Mobile Bookkeeping  
1333 Women's Accessories  
1336 Instant Sign Store  
1339 Referral Service  
1341 Pet Sitting

1342 Mobile D J  
1343 Mini-Blind Cleaning  
1347 Child Service  
1348 Food Delivery Service  
1349 Home Entertainment  
1351 Recycling Consultant  
1352 Garage Detailing Service  
1353 Language Translation Service  
1355 Home Remodeling Services  
1356 Family Recipe  
1358 Unpacking Service  
1359 Operating a 900 Number  
1360 Collectibles  
1361 Mobile Frozen Yogurt  
1362 Mobile Window Services  
1363 Utility and Telephone Bills  
1365 Audio Bookstore  
1366 Property Tax Consultant  
1367 Microbrewery  
1368 Personalized Children's Books  
1370 Mobile Auto Inspection  
1371 Professional Organizer  
1373 Food Court Restaurant  
1374 Financial Aid Services  
1376 Environmental Services  
1377 Graphic Design  
1378 Computer Learning Center  
1379 Body Care Boutique  
1380 Damage Restoration  
1381 Antique Sales and Restoration  
1382 Laser/FAX Maintenance  
1383 Automotive Services  
1384 Transportation Services  
1385 Multimedia Service  
1387 Business Plan Package  
1388 Billiard Hall  
1389 Outplacement Service  
1390 Electronic Bulletin Board Service  
1394 Ceramic Pottery Store  
1393 The Internet Entrepreneur  
1700 Entrepreneurial Woman Guide  
1701 25 Hottest Businesses in the Nineties  
1702 The Best Part-Time Businesses  
1703 The Top Low-Investment Businesses for the 90s  
1801 Managing Personnel Small Business  
1803 Smart Selling

1804 Homebased Business Resource  
1807 Guide to Buying a Franchise  
1808 Guide to Franchising and Expanding your Business  
1816 Cleaning Service  
1962 Money Broker  
2334 Computer On Line Shopping  
7100 How To Incorporate  
8600 Art of Gift Basket Video  
8601 Silk Plant Video  
8602 Auto Detailing Video  
8604 Event Planning  
8605 Wedding Planning Video

### **UPSTART/DEARBORN PUBLISHING**

Anatomy of a Business Plan  
Bootstrappers Bible  
Borrowing to Build Your Business  
Business Planning Guide-7th edition  
Business Planning Guide Video  
Clueless About Accounting and Finance  
Clueless About Selling (addition)  
Clueless About Starting Your Own Business  
Complete Guide to Consulting Business  
Creating Customers  
El plan de negocios  
Employee Benefits, 5th edition  
Franchising 101  
Global Entrepreneur  
Going Public  
High Profit Financial Management  
How to Form Your Own "S" Corporation  
How to Form Your Own LLC  
Home Office Know How  
Inner Game of Entrepreneurship  
Keeping the Books, 4th edition  
Launching Your Home Based Business  
Leading Edge Business Plan  
Market Planning Guide, 5th Edition  
Marketing Your Invention, 2nd Edition  
Millionaires Across the Street  
Owning & Managing a Bar/Tavern  
Owning & Managing a Bed and Breakfast  
Owning & Managing a Restaurant  
Owning & Managing a Mail Order Business

Problems & Solutions in Small Business Management  
Proven Proposal Strategies  
Real World Entrepreneur Field Guide  
Restaurant Planning Guide, 2nd edition  
Restaurant Start-Up Guide  
Six-Figure Consultant  
Small Business Legal Guide, 2nd edition  
Smart Staffing  
Smart Steps to Smart Choices  
Start Up Guide-3rd Edition  
Starting from "No"  
Steps to Small Business Start Up, 4th edition  
Strategic Planning, 2nd Edition  
Successful Family Business  
Surefire Strategies for Growing Your Homebased Business  
Target Marketing for Small Business, 3rd edition  
The Upstart Guide to Buying, Valuing and Selling Your Business  
365 Ways to Simplify Your Work Life  
What No One Ever Tells You  
Work At Home Wisdom

In Spanish:

How to Make Money Tomorrow  
Let Your Customers Do the Talking  
Marketing: Mastering Your Small Business  
Smart Steps  
Start Up Guide  
Steps to Small Business Startup  
Millionaires Across the Street

Upstart/Dearborn Discontinued  
(May Be in Some Pre-2000 BICs)

American Disability Act Handbook  
Automate Your Business Plan Software  
Borrowing for Your Business 2nd  
Business Agreements Kit  
Business & Legal System: MYSB  
Business Plan Templates  
Cash Flow Control Guide  
Complete Guide to S Corp  
Complete Guide to Consulting Success  
Corporate Forms Kit

Entrepreneur Learning Kit  
Export Profits  
Financial Essentials for Small Businesses  
Financial Troubleshooting  
Finding Money for Your Small Business  
43 Proven Ways to Raise Capital  
From Kitchen to Market  
Home Based Entrepreneur  
How to Form Your Own LLC  
How to Buy a Business  
How to Get Your Own Trademark-Revised  
Human Resources: MYSB  
Let Your Customers..Talking  
Managing by the Numbers  
Marketing: Mastering Your Small Business  
Marketing Your Invention  
On Your Own-2nd Edition  
Owning and Managing a Consulting Business  
Personnel Planning Guide  
Point & Click Business Builder  
Problem Employees  
Small Business Computer Book  
Small Business Survival Kit  
Successful Retailing-2nd Edition  
Talking With Your Customers  
Total Quality Management: MYSB  
Woman Entrepreneur

### **INC. BUSINESS RESOURCE**

30000 Women in Business Video  
30001 Home Business Video  
30004 Family Business Video  
30007 Customer Service Video  
30016 Business Plan Video  
30017 Perot: A Vision for a Success  
30023 Sales Strategy Video  
30024 Raising Capital Video  
30025 Managing People Video  
30028 Managing Your Time Video  
30040 Start Your Own Business Video  
30047 Mackay on Customer Service  
30050 Customer Service Through Quality  
30051 Do It Yourself Marketing  
30052 Maximize Cash Flow Video

30053 More Sales More Profit Video  
30054 Are Customers Happy  
30055 Create A Company  
30056 25 Best CS Ideas  
30057 Communicate Your CS Vision  
30058 Keep Your Customer For Live  
30059 Turn Customer Into Salespeople  
30060 Building Loyalty  
30061 Moments of Truth  
30063 For Young Entrepreneurs Video  
50006 How To Find New Customers Video  
50013 Successful Sales Relations Video  
50014 Effective Sales Calls Video  
50015 Deal With Buying Objections Video  
50016 Closing The Deal Video  
50017 Effective Follow Up Video  
50018 Real Selling Package Deal/ 5 Videos  
60002 \*Business Plan Guide  
60045 \*Customer Service Guide  
60046 Guide To Managing People  
60056 \*Service Bus.Plan Guide  
60057 \*301 Great Mgmt Ideas  
60071 \*Start A Business Book  
60072 Create A Marketing Plan  
60079 301 Do It Yourself Marketing  
60089 Business Plan Pro  
60090 \*301 Customer Service Ideas  
60100 \*301 Technology Ideas  
60101 \*301 Great Selling Ideas  
60102 The Next Level  
60107 Financial Troubleshooting  
60126 Inc Cash Flow Pro  
60131 101 Managing People-Revised

(\*) Manuals

DISCONTINUED INC. BUSINESS RESOURCE  
(May Be in Some Pre-2002 BICs)

A Vision for a Successful Sales Strategy Video  
Anatomy of Start Up Hardcover  
Business Plan Guide 3-Ring  
Business Plan Video  
Closing The Deal Video  
Creating A Winner  
Customer Service Through Quality Video

Customer Service Video Series- Are Your Customers Happy  
Customer Service Video Series-  
Create A Company Customers Will Love  
Customer Service Video Series- 25 Best Customer Service Ideas  
Deal With Buying Objections Video  
Do It Yourself Marketing  
Effective Follow Up Video  
Effective Sales Calls Video  
Family Business Video  
Home Business Video  
How To Find New Customers  
Growing The Company Video  
Guide to Starting Your Own Business  
How to Manage Your Sales Strategy for Greater Sales and Profits -Video  
Lean Mean Machine-Audio  
Mackay on Customer Service  
Managing People Video  
Managing Your Time Video  
Marketing Plan Guide 3-Ring  
Maximize Cash Flow Video  
More Sales More Profit Video  
101 Proven Ideas Paperback  
Profit in Tough Times Video  
Raising Capital Video  
Run a Small Company Part 1 Video  
Run a Small Company Part 2 Video  
Run a Small Company Part 3 Video  
Run a Small Company Part 4 Video  
Start Your Business Guide  
Start Your Own Business Video  
Successful Sales Relations Video  
10 Step Reprint Collection  
301 Great Ideas Paperback  
Tim Perry's Business Plan Pro  
Women in Business Video

## **ADAMS MEDIA CORPORATION**

Accounting for New Businesses

Adams Streetwise Customer Focused Selling

Adams Streetwise Do It Yourself Advertising

Adams Streetwise Independent Consulting

Businesses You Can Start Almanac

How to Become Successfully Self-Employed

Marketing Magic

Selling 101

Service, Service, Service

Start and Operate a Successful Small Business

Streetwise Complete Business Plan

Streetwise Small Business Start-Up

The Small Business Legal Kit with CD-ROM

### **INTERNET FOR DUMMIES**

By John R. Levine, Carol Baroudi and Margaret Levine Young, is a user-friendly book with information for hooking up with local and national Internet providers. It also teaches users how to surf the Net, join electronic mailing lists, and Use the search systems to find favorite topics. There is also a chapter on Surfing the Net by using Netscape or Internet Explorer.

### **DIRECTORY OF SBA PUBLICATIONS & VIDEOTAPES**

Available at <http://www.sba.gov/library/pubs.html>  
(May be available in hard-copy in pre-2000 BICs)

### **EMERGING BUSINESS SERIES**

TRANSFERRING MANAGEMENT/FAMILY BUSINESS

# EB01

Help your family business successfully survive the transfer of ownership from generation to generation. Proper planning is the key.

MARKETING STRATEGIES FOR GROWING BUSINESS # EB02

Unravel the mystery of marketing -- putting the customer first -- and discover practical marketing approaches to budgeting, layout and design, copy-writing, media analysis and more.

MANAGEMENT ISSUES FOR GROWING BUSINESS # EB03

Learn to examine the marketplace environment and create employment and profit opportunities that provide growth and financial viability to your business through effective management.

HUMAN RESOURCE FOR GROWING BUSINESS # EB04

Uncover the characteristics of an effective personnel system and training program. Learn how these functions come together to build employee trust and productivity.

AUDIT CHECKLIST FOR GROWING BUSINESS # EB05

Designed with the small business in mind, this audit checklist helps the entrepreneur conduct a comprehensive search for existing and potential problems and opportunities.

STRATEGIC PLANNING FOR GROWING BUSINESS # EB06

Strategic planning is not just for big business. Learn to effectively match your business' strengths to available opportunities by developing a clear mission statement, goals and objectives.

FINANCIAL MANAGEMENT FOR GROWING BUSINESS # EB07

Develop a comprehensive financial plan outlining the assets, debts and current and future profit potential of your business through effective financial management.

FINANCIAL MANAGEMENT

ABC's OF BORROWING # FM01

This best seller tells you what lenders look for and what to expect when borrowing money for your small business.

#### Elementos Basicos Para Pedir Dinero Prestado

# FM01s

Esta publicaci n le da a conocer lo que los prestatarios buscan y lo que esperan de usted cuando pide dinero prestado para su pequeno negocio.

#### UNDERSTANDING CASH FLOW

# FM04

The owner/manager is shown how to plan for the movement of cash through the business and thus plan for future requirements.

#### A VENTURE CAPITAL PRIMER FOR SMALL BUSINESS

# FM05

Learn what venture capital resources are available and how to develop a proposal for obtaining these funds.

#### BUDGETING IN A SMALL SERVICE FIRM

# FM08

Learn how to set up and keep sound financial records. Study how to effectively use journals and ledgers and charts to increase profits.

#### RECORDKEEPING IN A SMALL BUSINESS

# FM10

Need some basic advice on setting up a useful record keeping system? This publication describes how.

#### PRICING YOUR PRODUCTS AND SERVICES PROFITABLY

# FM13

Discusses how to price your products profitably, plus various pricing techniques and when to use them.

#### FINANCING FOR SMALL BUSINESS

# FM14

Learn how, when and where to find capital for business needs including step-by-step instructions.

## MANAGEMENT AND PLANNING

### PROBLEMS IN MANAGING A FAMILY-OWNED BUSINESS # MP3

Specific problems exist when attempting to make a family-owned business successful. This publication offers suggestions on how to overcome these difficulties.

### BUSINESS PLAN FOR SMALL MANUFACTURERS # MP04

Designed to help an owner/manager of a small manufacturing firm, this publication covers all the basic information necessary to develop an effective business plan.

### BUSINESS PLAN FOR SMALL CONSTRUCTION FIRMS # MP05

This publication is designed to help an owner/manager of a small construction company pull together the resources to develop a business plan.

### PLANNING AND GOAL SETTING FOR SMALL BUSINESS # MP06

Learn proven management techniques to help you plan for success.

### BUSINESS PLAN FOR RETAILERS # MP09

Business plans are essential road maps for success. Learn how to develop a business plan for a retail business.

### BUSINESS PLAN FOR SMALL SERVICE FIRMS # MP11

Outlines the key points to be included in the business plan of a small service firm.

### CHECKLIST FOR GOING INTO BUSINESS # MP12

This is a must if you're thinking about starting a business. It highlights the important factors you should know in reaching a decision to start your own business.

### LISTA PARA COMENZAR SU NEGOCIO # MP12s

Esta publicación es necesaria si usted está pensando en comenzar un negocio. Demuestra los factores importantes que usted debe de conocer antes de tomar la decisión de comenzar su propio negocio.

HOW TO GET STARTED WITH A SMALL BUSINESS COMPUTER # MP14

Helps you forecast your computer needs, evaluate the alternatives and select the right computer system for your business.

THE BUSINESS PLAN FOR HOME-BASED BUSINESS # MP15

Provides a comprehensive approach to developing a business plan for a home-based business.

HOW TO BUY OR SELL A BUSINESS # MP16

Learn several techniques for determining the best price to buy or sell a small business.

DEVELOPING A STRATEGIC BUSINESS PLAN # MP21

This best seller helps you develop a strategic action plan for your small business.

INVENTORY MANAGEMENT # MP22

Discusses the purpose of inventory management, types of inventories, record keeping and forecasting inventory levels.

SELECTING THE LEGAL STRUCTURE FOR YOUR BUSINESS # MP25

Discusses the various legal structures that a small business can use in setting up operations. It identifies types of legal structures and the advantages and disadvantages of each.

EVALUATING FRANCHISE OPPORTUNITIES # MP26

Evaluate franchise opportunities and select the business that's right for you.

SMALL BUSINESS RISK MANAGEMENT GUIDE # MP28

This guide can help you strengthen your insurance program by identifying, minimizing and eliminating business risks.

CHILD DAY-CARE SERVICES # MP30

An overview of the industry, including models of day-care operations.

HANDBOOK FOR SMALL BUSINESS # MP31

Handy information for getting started - in a new publication developed by the SBA's Service Corps of Retired Executives (SCORE).

HOW TO WRITE A BUSINESS PLAN # MP32

What you need to know to write a good plan at the start. It can save your business down the line.

MARKETING

CREATIVE SELLING: THE COMPETITIVE EDGE # MT01

Explains how to use creative selling techniques to increase profits.

MARKETING FOR SMALL BUSINESS: AN OVERVIEW # MT02

Provides an overview of marketing concepts and contains an extensive bibliography of sources covering the subject of marketing.

RESEARCHING YOUR MARKET # MT08

Learn inexpensive techniques that you can apply to gather facts about your customer base and how to expand it.

SELLING BY MAIL ORDER # MT09

Provides basic information on how to run a successful mail order business. Includes information on product selection, pricing testing and writing effective advertisements.

## ADVERTISING

# MT11

Advertising is critical to the success of any small business. Learn how you can effectively advertise your products and services.

## PRODUCTS/IDEAS/INVENTIONS

### IDEAS INTO DOLLARS

# PI01

This publication identifies the main challenges in product development and provides a list of resources to help inventors and innovators take their ideas into the marketplace.

### AVOIDING PATENT, TRADEMARK AND COPYRIGHT PROBLEMS

# PI02

Learn how to avoid infringing the rights of others and the importance of protecting your own rights.

## PERSONNEL MANAGEMENT

### EMPLOYEES: HOW TO FIND AND PAY THEM

# PM02

A business is only as good as the people in it. Learn how to find and hire the right employees.

## COMMON SENSE STRATEGIC MANAGEMENT

### CASH FLOW

# CS01

Controlling your cash before it controls you.

### FORECASTING

# CS02

Understand where you want to go -- then plan how to get there.

### MANAGEMENT CONTROL

# CS03

Decide what needs to be done, who will do it, and how you will know when it's done.

### TARGET MARKETING

# CS04

The key to marketing success -- focus, focus, focus.

TIME MANAGEMENT # CS05

Time is an asset -- once gone, it's gone.

FINANCING # CS06

Use and abuse.

HUMAN RESOURCE MANAGEMENT # CS07

The right personnel for the right reasons.

INVENTORY CONTROL # CS08

Inventory control = profit control.

MARKETING COMMUNICATIONS # CS09

How much & why.

CREDIT & COLLECTIONS # CS10

Easy to put out; hard to get back.

STRATEGIC ANALYSIS # CS11

The sum of the parts equal more than the whole.

MKS -- Management Knowledge Systems # CS12

Turning people, process and technology into knowledge.

## VIDEOTAPES

AVAILABLE IN BICs ESTABLISHED BEFORE JULY 1, 1999

Each VHS videotape below comes complete with a workbook.

MARKETING: WINNING CUSTOMERS WITH A WORKABLE PLAN # VT01

Take advantage of this easy-to-follow course and develop the marketing plan designed to meet your goals. Developed by two of the country's leading small business marketing experts, this hands-on program offers a step-by-step approach to writing the best possible marketing plan for your business.

THE BUSINESS PLAN: YOUR ROAD MAP TO SUCCESS # VT02

Learn the essentials of developing a business plan that will lead you to capital, growth and profitability. This video teaches you what to include, what to omit, and how to get free help from qualified consultants when developing your business plan.

PROMOTION SOLVING THE PUZZLE # VT03

Master the components that make a successful promotional campaign -- advertising, public relations, direct mail and trade shows. This videotape shows you how to put the pieces together. Learn how to choose the best advertising medium for your needs, and much more.

HOME-BASED BUSINESS: A WINNING BLUEPRINT # VT04

This practical program examines the essentials of operating within a productive and profitable home-based business -- from designing your home office and avoiding isolation to networking strategies and building an image that gets you taken seriously.

BASICS OF EXPORTING # VT05

This videotape shows you how to open the doors to international markets. This tape provides information on: getting your goods overseas, payment mechanisms, selling and distributing overseas, international marketing and sources of financial assistance.

## REFERENCE BOOKS

## AVAILABLE FOR PRE-2001 BICS

**INTERNET FOR DUMMIES** by John R. Levine, Carol Baroudi & Margaret Levine Young, is a user-friendly book with information for hooking up with local and national Internet providers. It also teaches users how surf the Net, join electronic mailing lists, and use the search systems to find favorite topics. There is also a chapter on surfing the Net by using Netscape or Internet Explorer

**WINDOWS FOR DUMMIES** by Andy Rathbone, is a user-friendly book where a user will find information on the new, improved version of Windows 95. It teaches them how to make older versions of DOS and Windows programs work under Windows 95, as well as steps for tasks the user used to do in Windows 3.1. It also teaches users how to customize the Windows 95 desktop to fit their needs. Users will be taught how to use the Windows 95 Plug and Play feature. They also able to learn how to play CD-ROMs, videos, sounds and music.

## AVAILABLE IN PRE-2000 BICS

**WORKING SOLO** by Terri Lonier

**The Real Guide to Freedom and Financial Success With Your Own Business** -- This easy-to-read guide is a detailed road map to solo success whether you're a self-employed newcomer or a seasoned pro. Its pages are packed with professional hints, money-saving tips and proven techniques to help you: choose the solo business perfect for you; get money for your business without going to a bank; develop cost-effective marketing; join forces with other independents; hire associates and employees on your own terms; painlessly manage bookkeeping, taxes, and insurance; design your business so it stays fresh, exciting and profitable.

**HOW TO MARKET A PRODUCT FOR UNDER \$500** by Jeffrey Dobkin

**A Step-By-Step Action Manual for Marketing a Product Nationally Without Phone Calls** -- Find out how to figure out and write your own entire marketing/publicity plan in one evening; execute your publicity campaign in entirety the next day; increase the chance your press release will be published from 5% to 80%; how to get your product in catalogs; how to use your library's best marketing reference guides; the best and worst months to advertise.

February 2003 □