


Saddleback College
Career Technology Education
Collaborative
presents

**SO, YOU WANT TO START
YOUR OWN BUSINESS!**

Information provided by:
The U.S. Small Business Administration
SCORE
Saddleback College



Have you ever thought of
starting your own business?

If so, you are not alone.





Owning a business is the dream of many people all over the world.

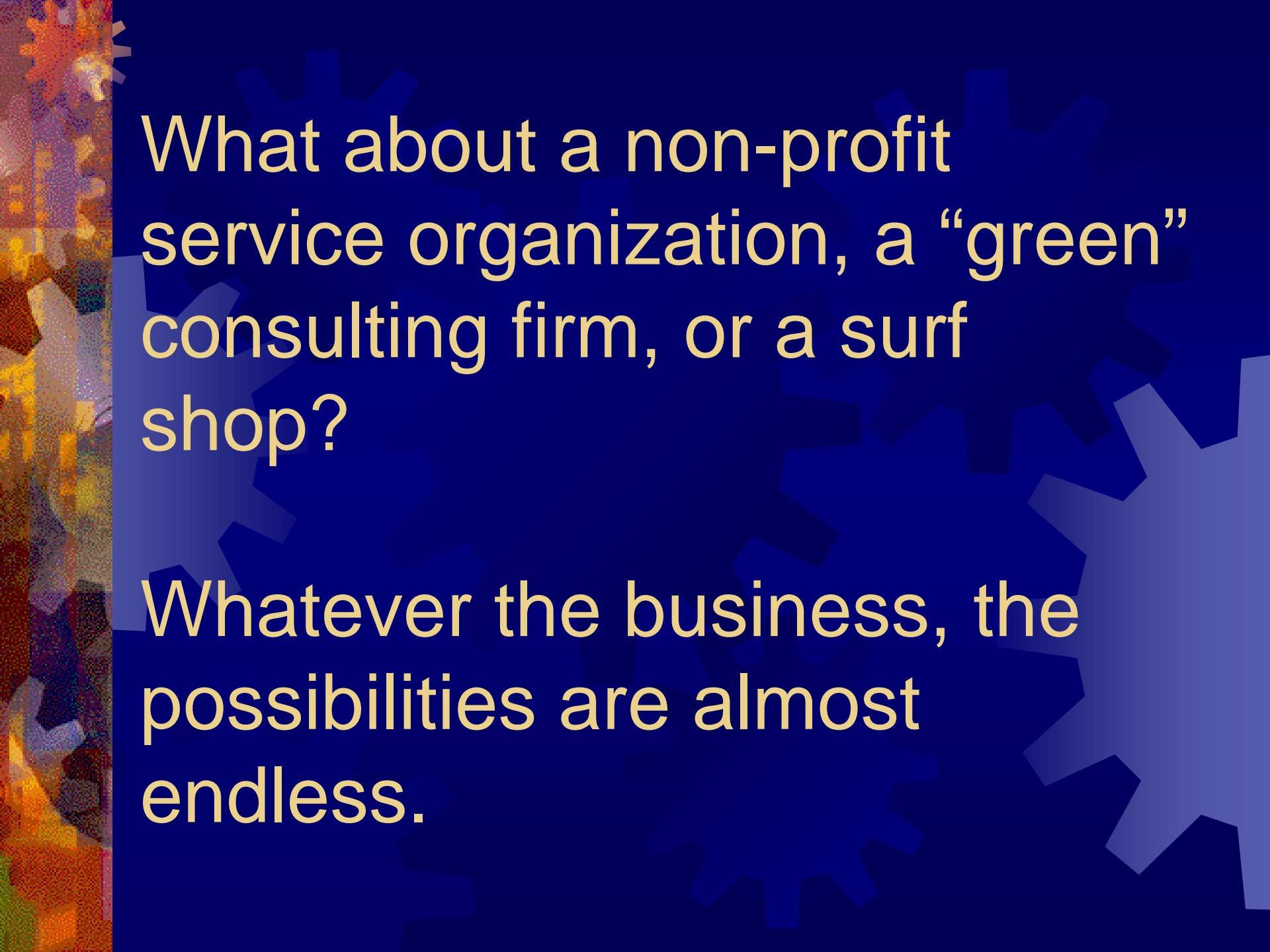
If it's your dream, then let's get started.



The first step is to decide what kind of business you want to have.




Do you dream about starting a restaurant, a web design service, or a designer clothing store?



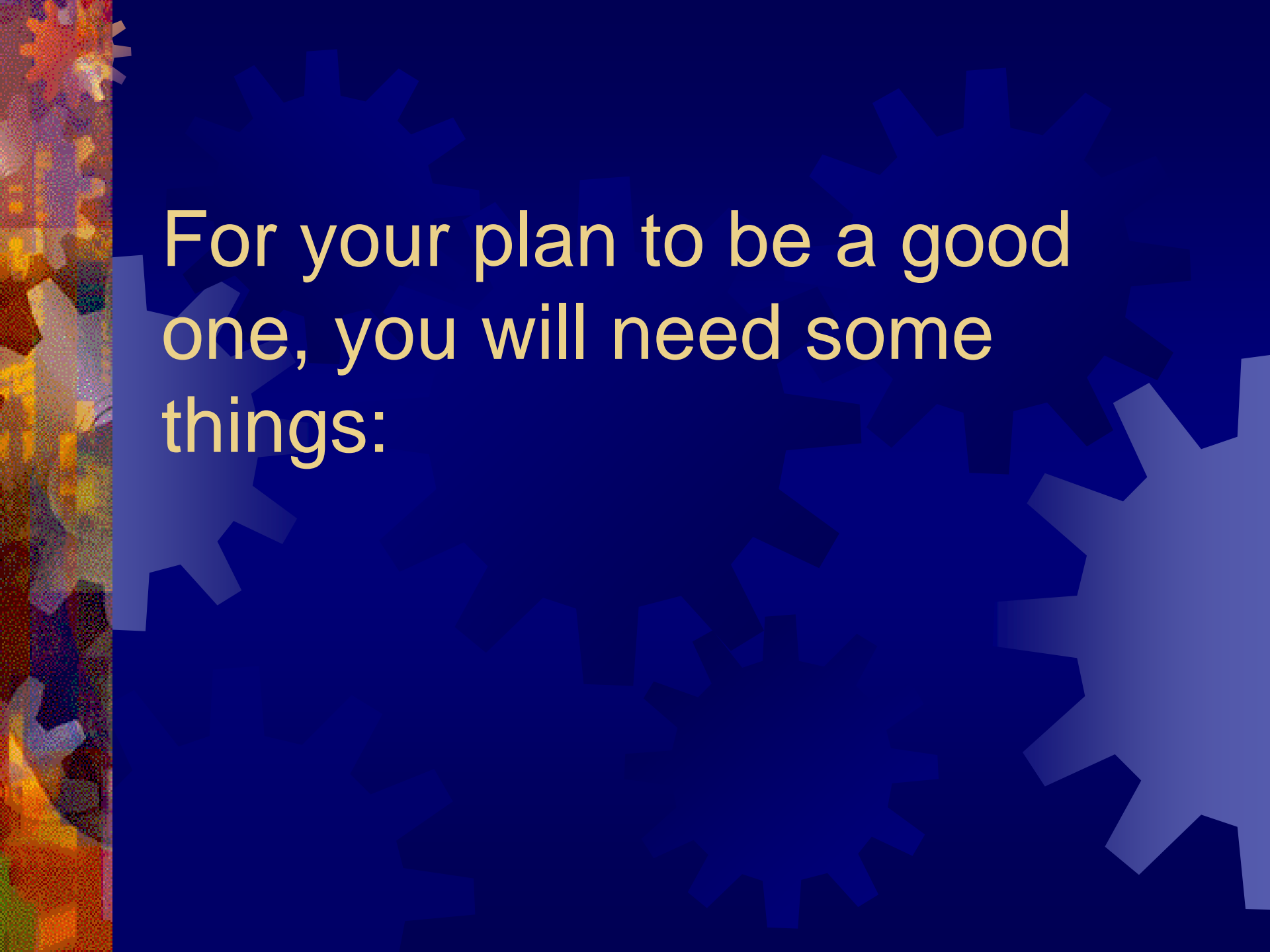
What about a non-profit service organization, a “green” consulting firm, or a surf shop?

Whatever the business, the possibilities are almost endless.



But to take your dream, and make it your reality, you have to know if your idea makes sense.

To figure that out, you start with a plan.

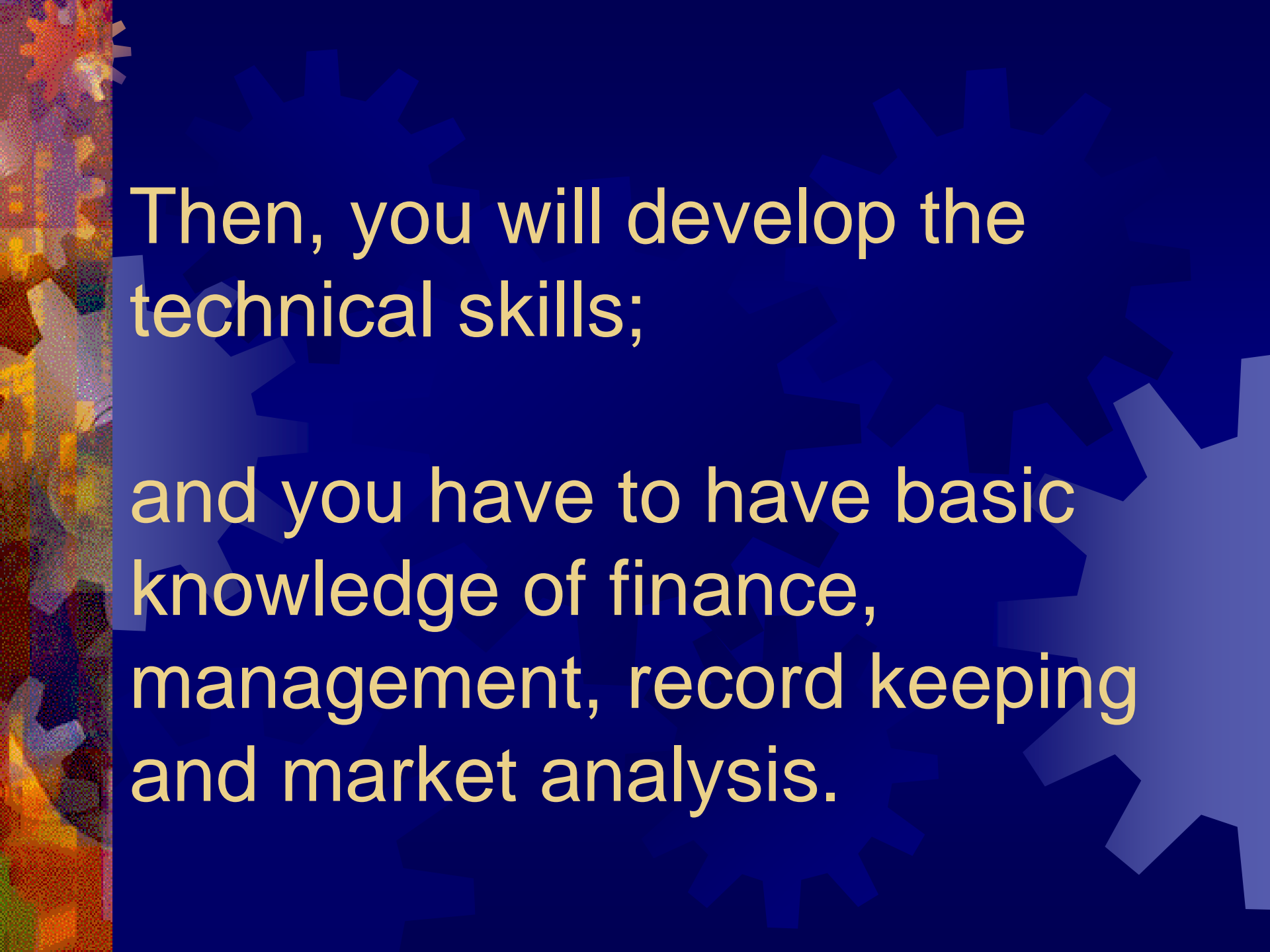
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For your plan to be a good one, you will need some things:



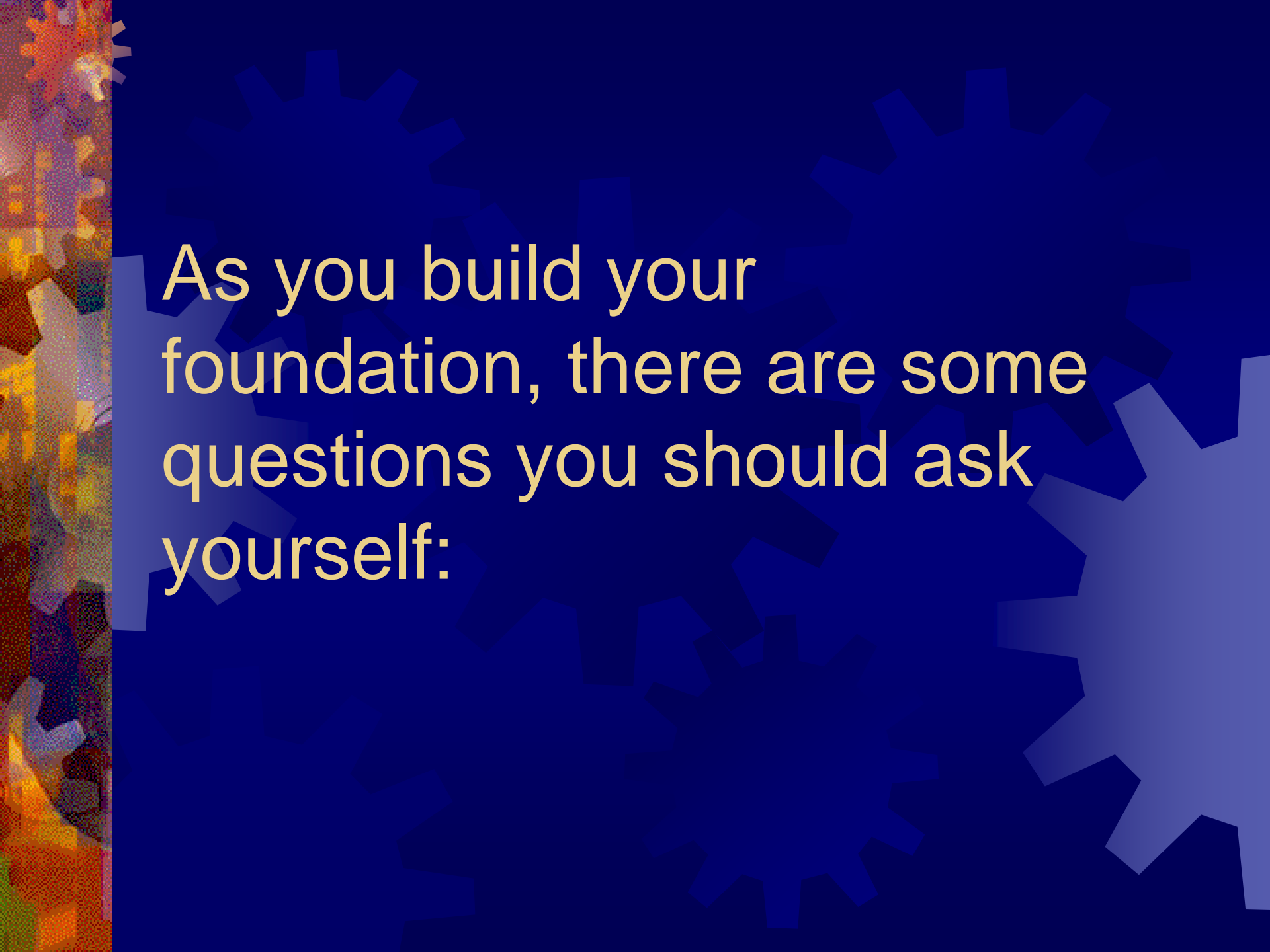
First, you have to build a solid foundation.

Next, you have to have the dedication and the willingness to do whatever it takes to reach your goals.



Then, you will develop the technical skills;

and you have to have basic knowledge of finance, management, record keeping and market analysis.

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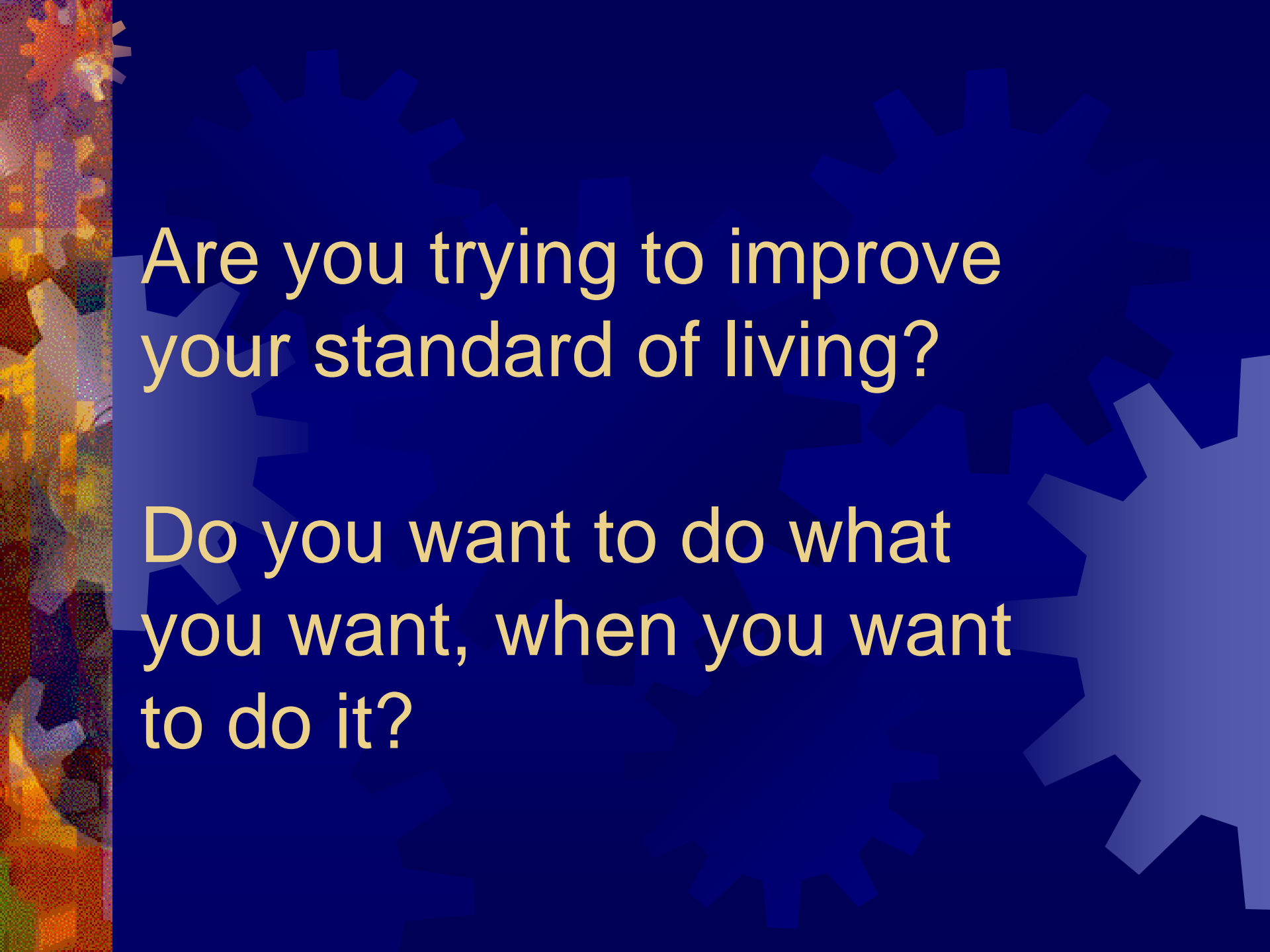
As you build your foundation, there are some questions you should ask yourself:



Why do you want to own your own business?

Do you want freedom from the 9-5 daily work routine?

Does the idea of being your own boss appeal to you?

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Are you trying to improve
your standard of living?

Do you want to do what
you want, when you want
to do it?




Are you bored with your
present job?

Or, have you just been
laid-off or downsized
and are looking to
replace your income?



Did you quit your last job and are now looking for new opportunities?

Or, do you have a product or service for which you feel there is a demand?



Whatever the reason, you have to figure out if running a business is right for you.

Ask yourself these questions:

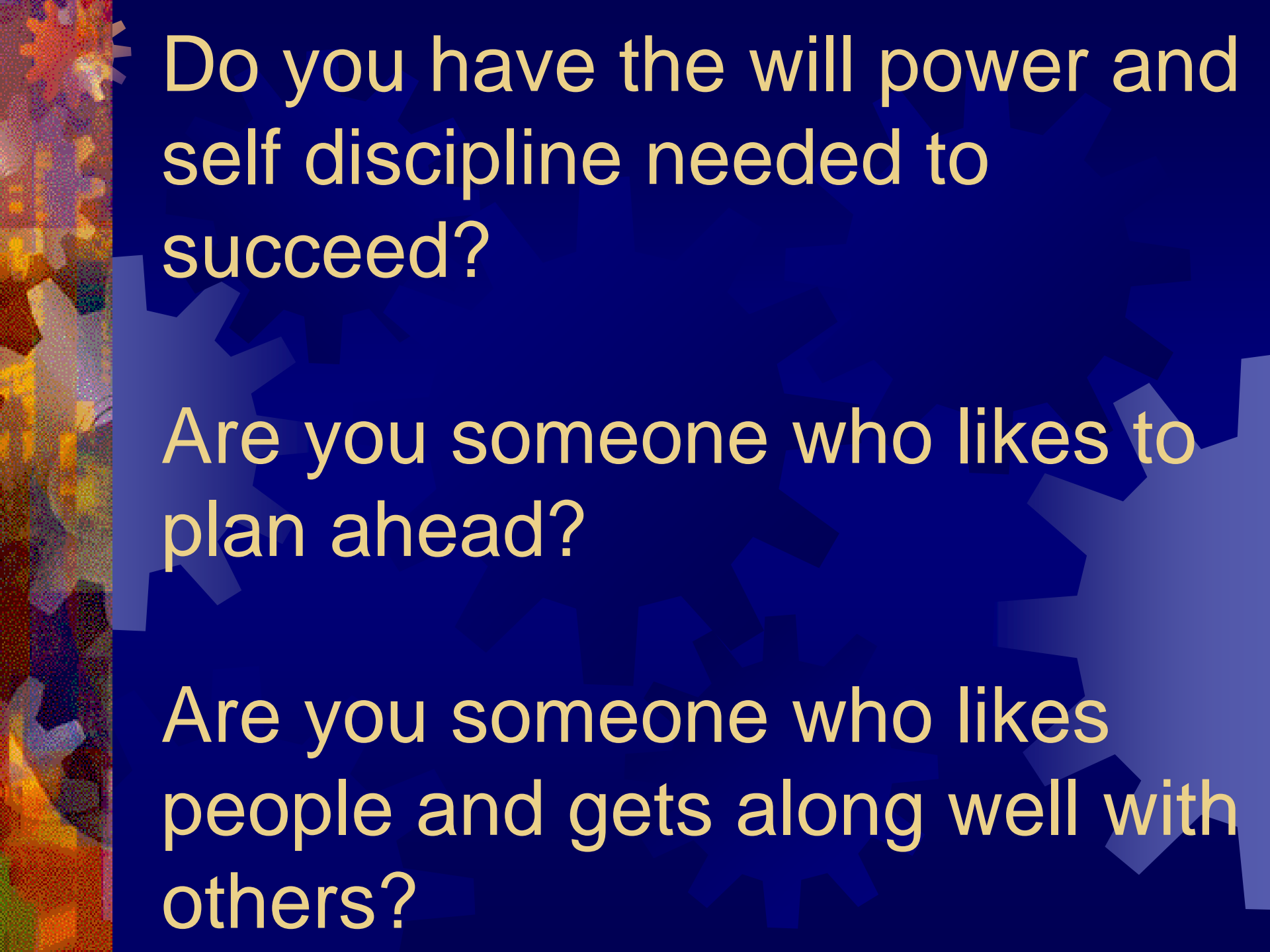


Are you a natural leader?

Do you like to make decisions?

Do others turn to you for help in making decisions?


Do you enjoy competition?




Do you have the will power and self discipline needed to succeed?

Are you someone who likes to plan ahead?

Are you someone who likes people and gets along well with others?




If you think you might be good at these things, then keep going, you might just be on to something!



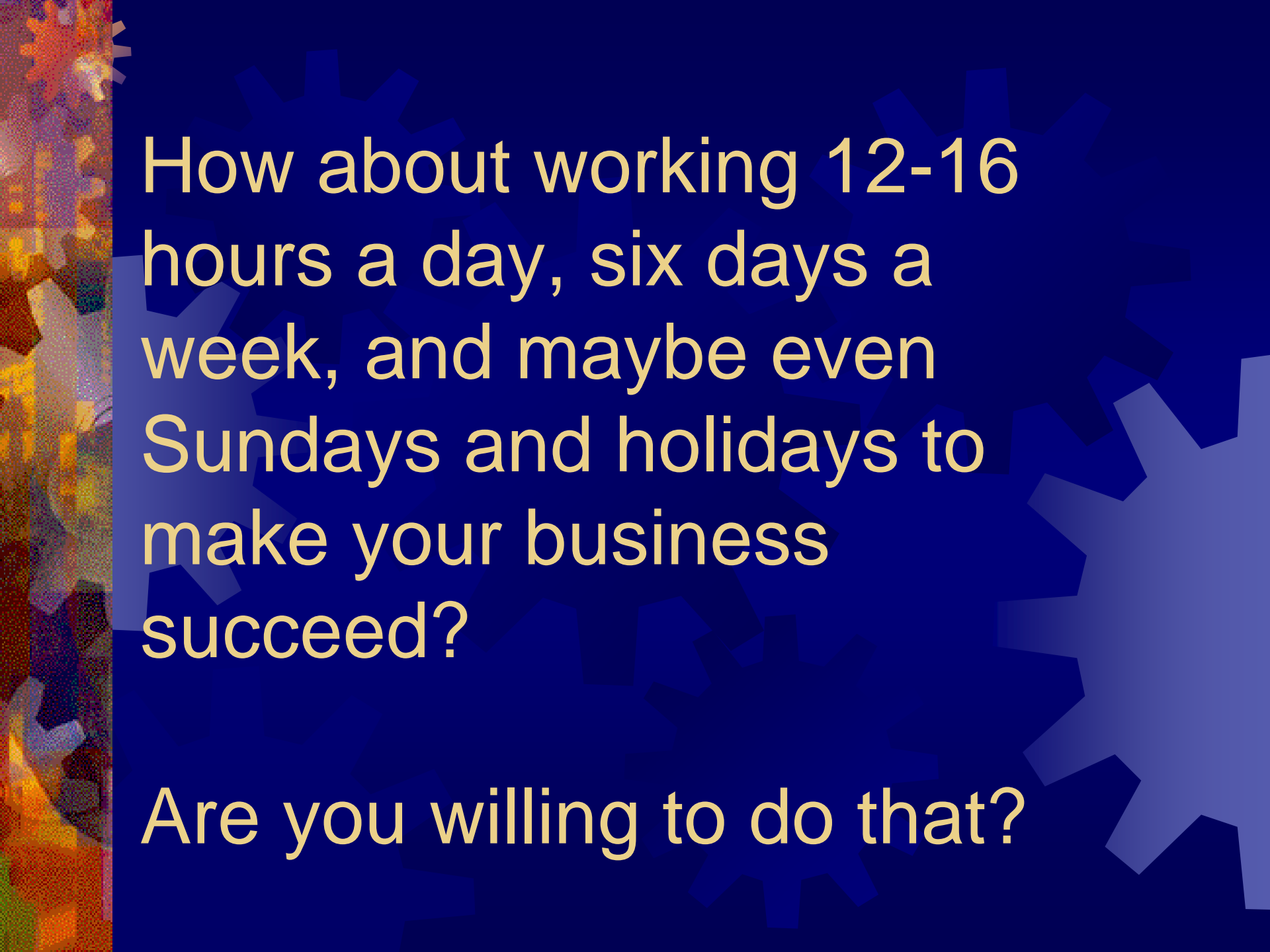
With all good things, there
are usually challenges.

Running your own
business is no different.




What about the stressors you're likely to encounter?

Have you thought of those?

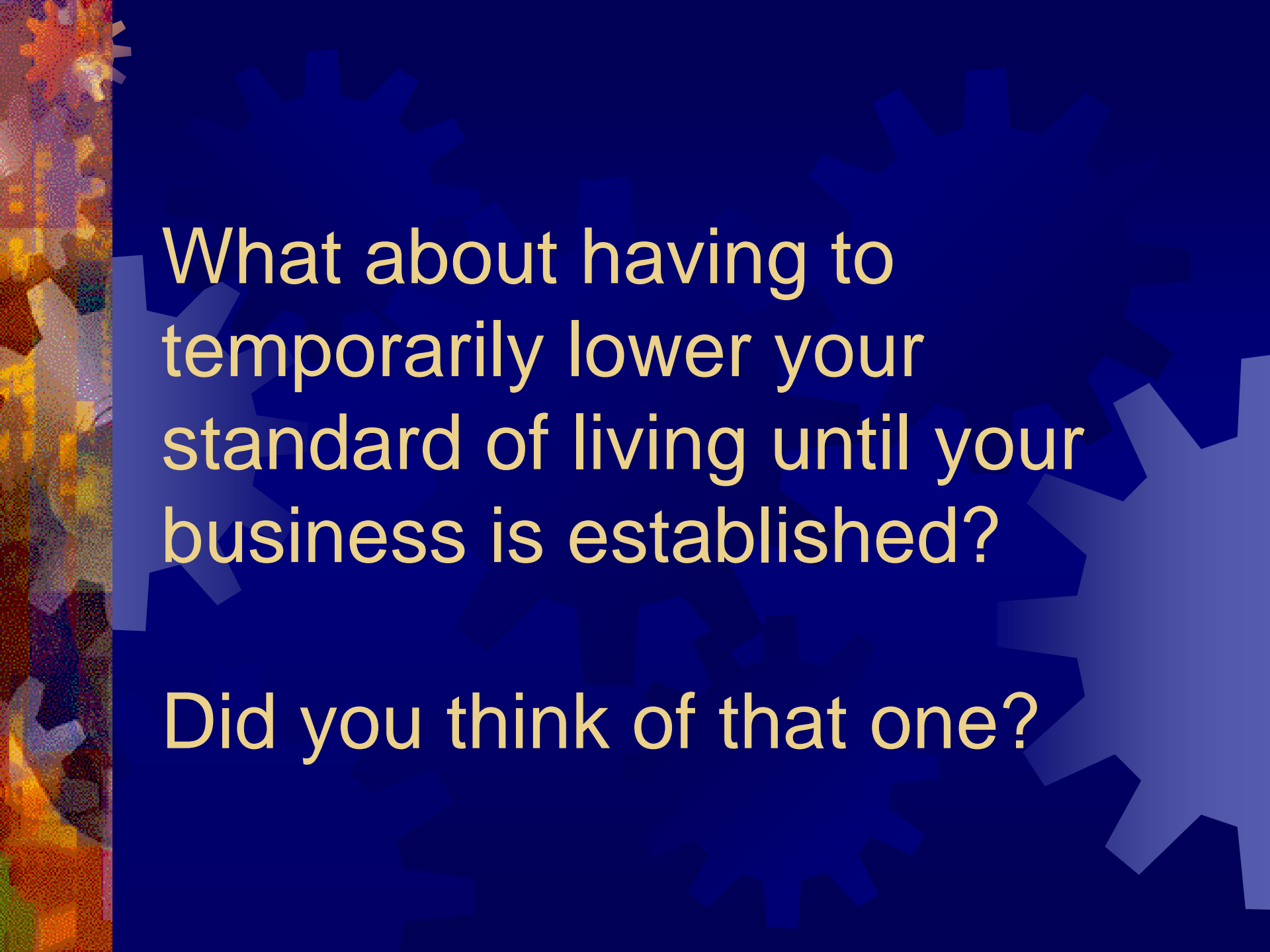


How about working 12-16 hours a day, six days a week, and maybe even Sundays and holidays to make your business succeed?

Are you willing to do that?



Do you have the physical and emotional strength to handle that kind of work load and schedule?




What about having to temporarily lower your standard of living until your business is established?

Did you think of that one?



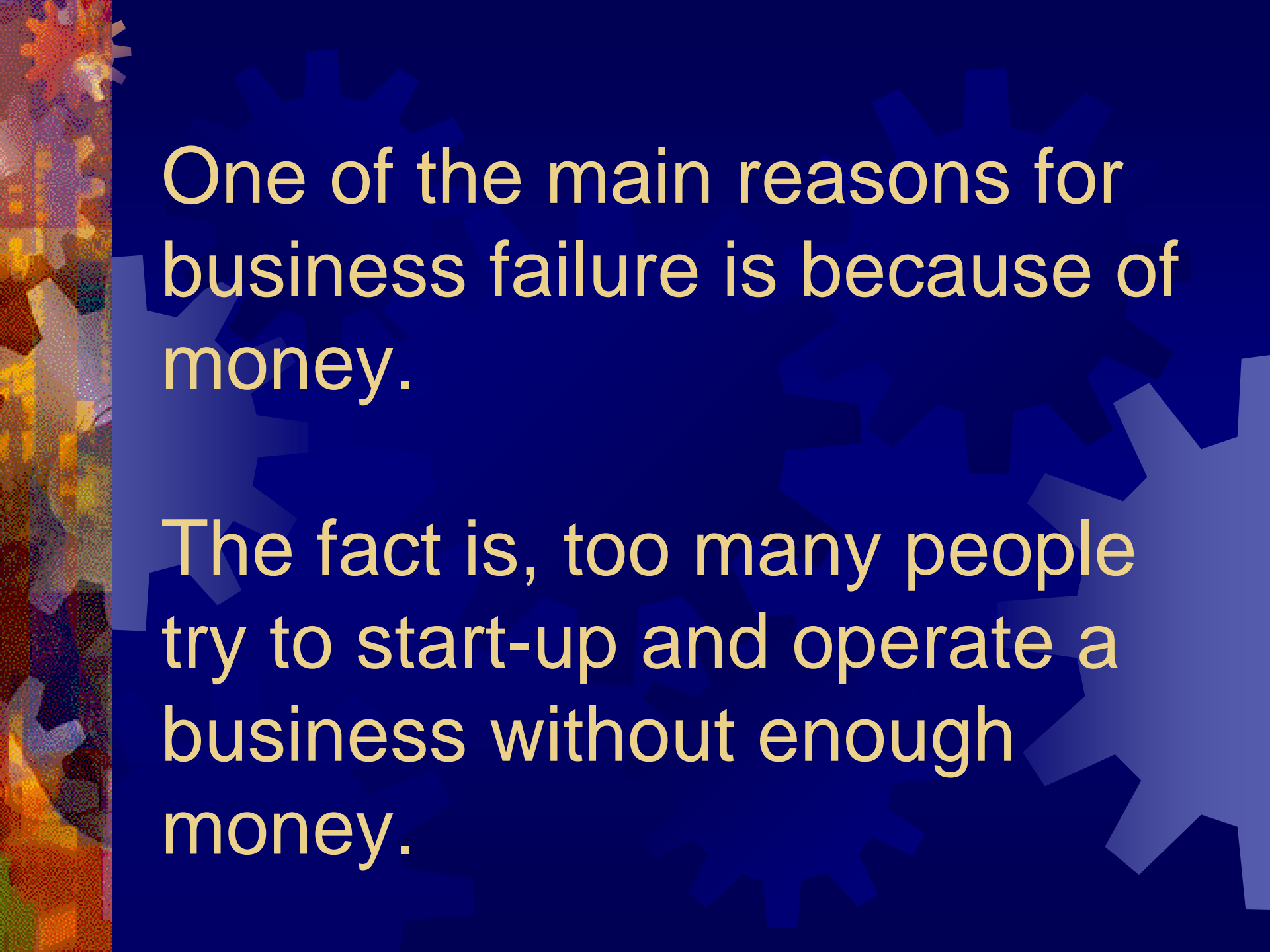
How about your family?

Are they prepared to go along with the challenges you might face?




And, what about your
savings?

Are you prepared to lose
your savings?



One of the main reasons for business failure is because of money.

The fact is, too many people try to start-up and operate a business without enough money.




To help you avoid this,
and to be the success you
know you can be, think
about the following three
questions.



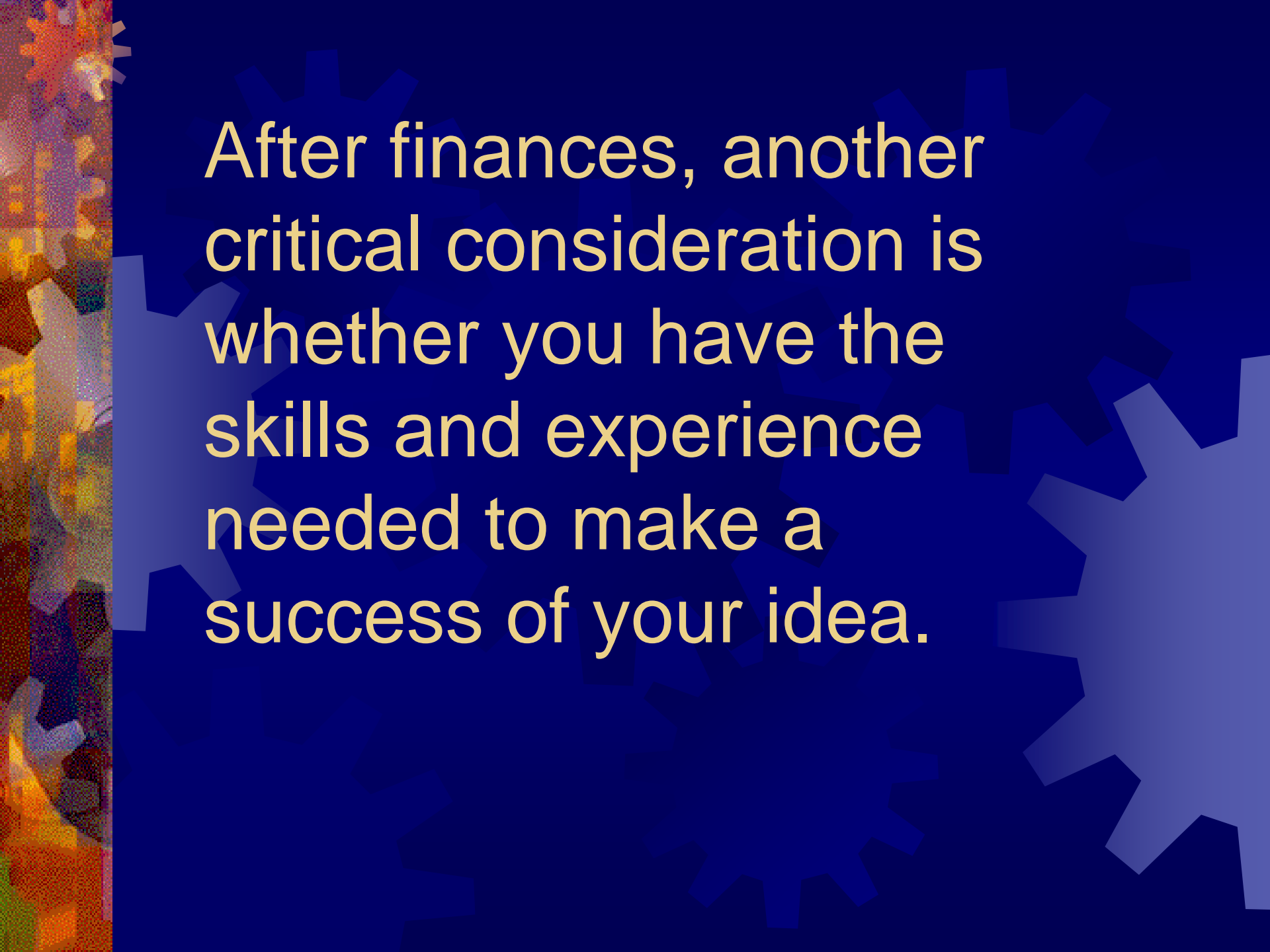
How much money do you have?

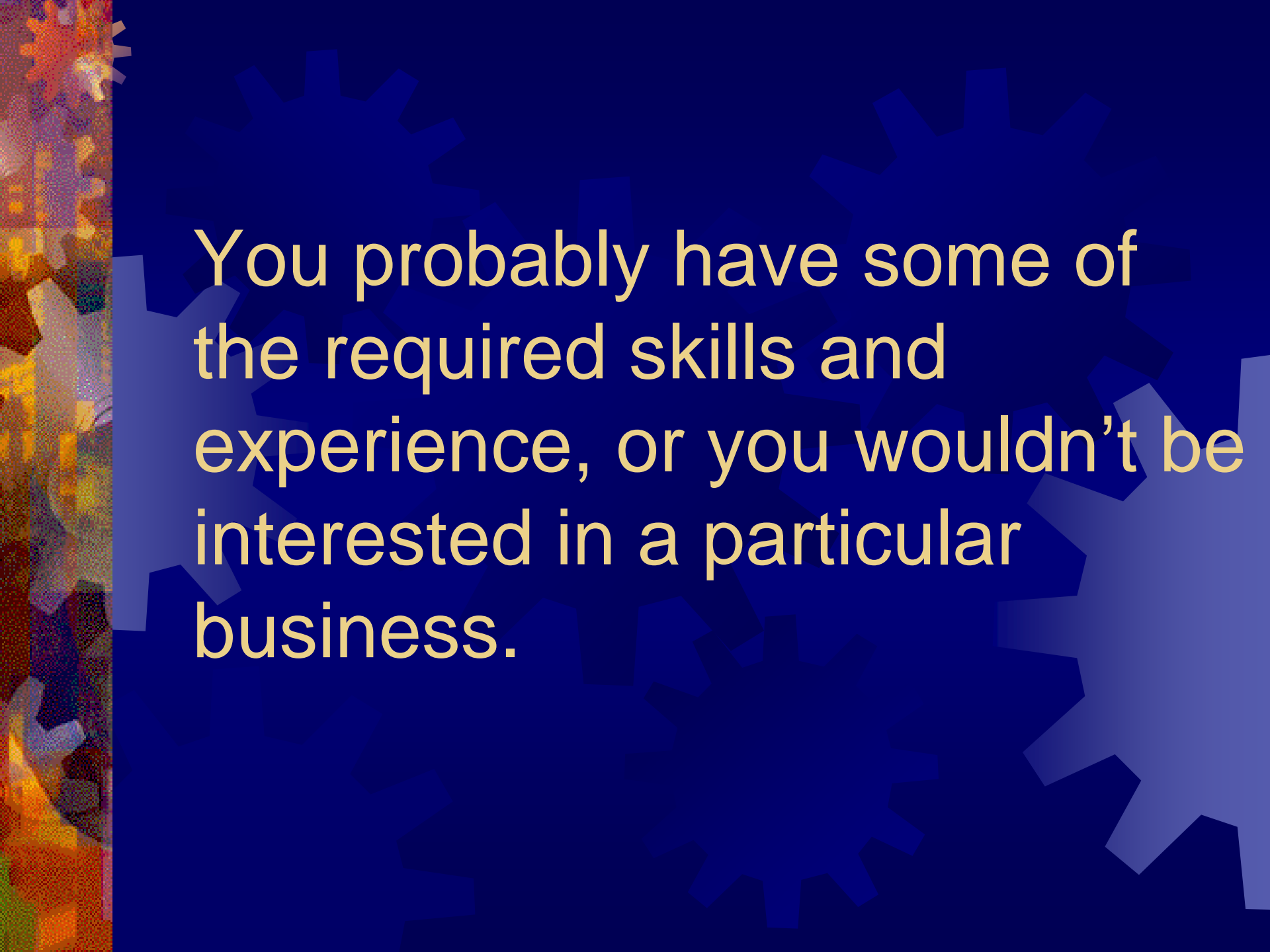
How much money will you need to start your business?

How much money will you need to stay in business?



After finances, another critical consideration is whether you have the skills and experience needed to make a success of your idea.



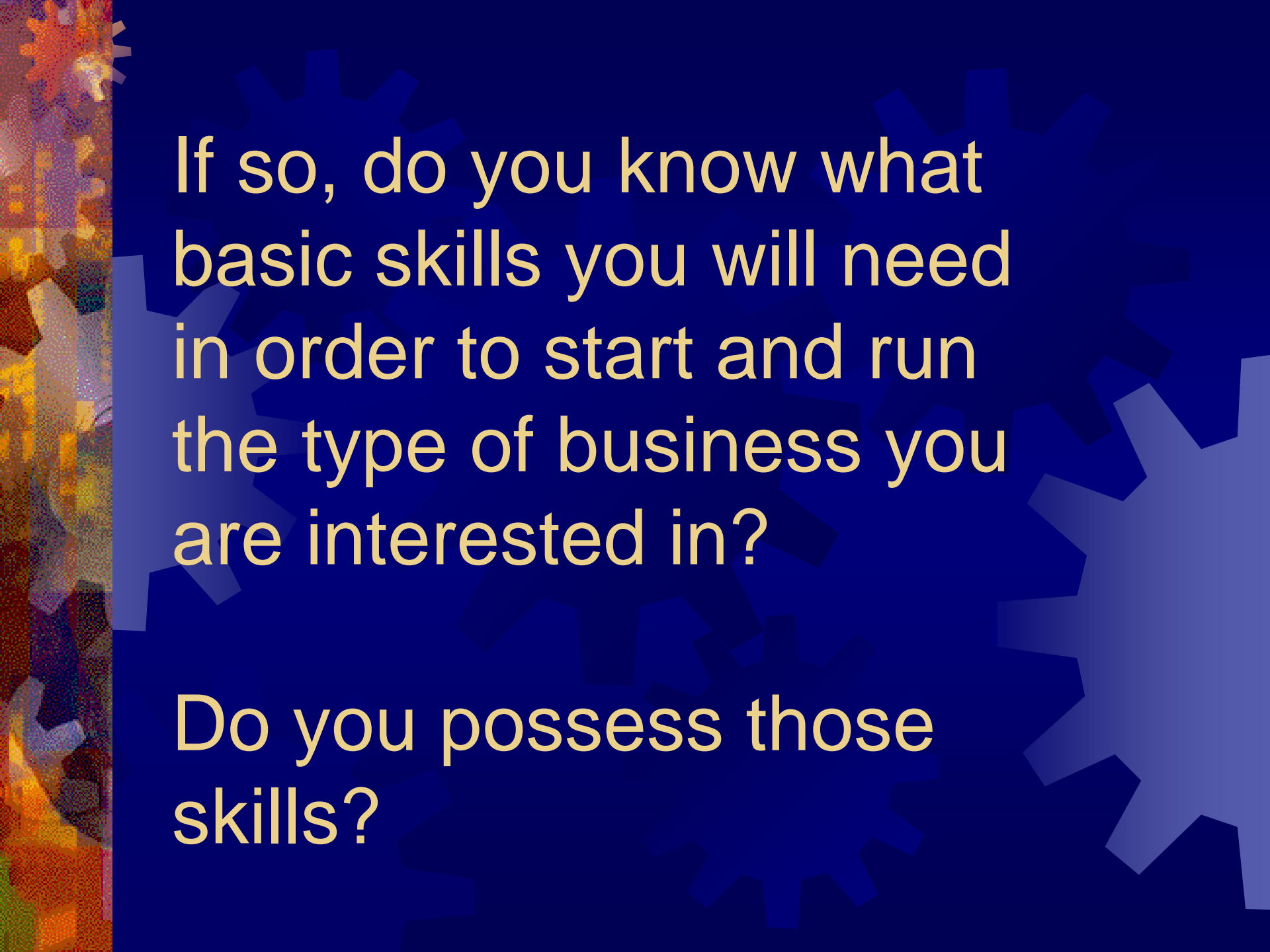
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You probably have some of the required skills and experience, or you wouldn't be interested in a particular business.




But, ask yourself this:

Have you ever worked in a business similar to the one you want to start?



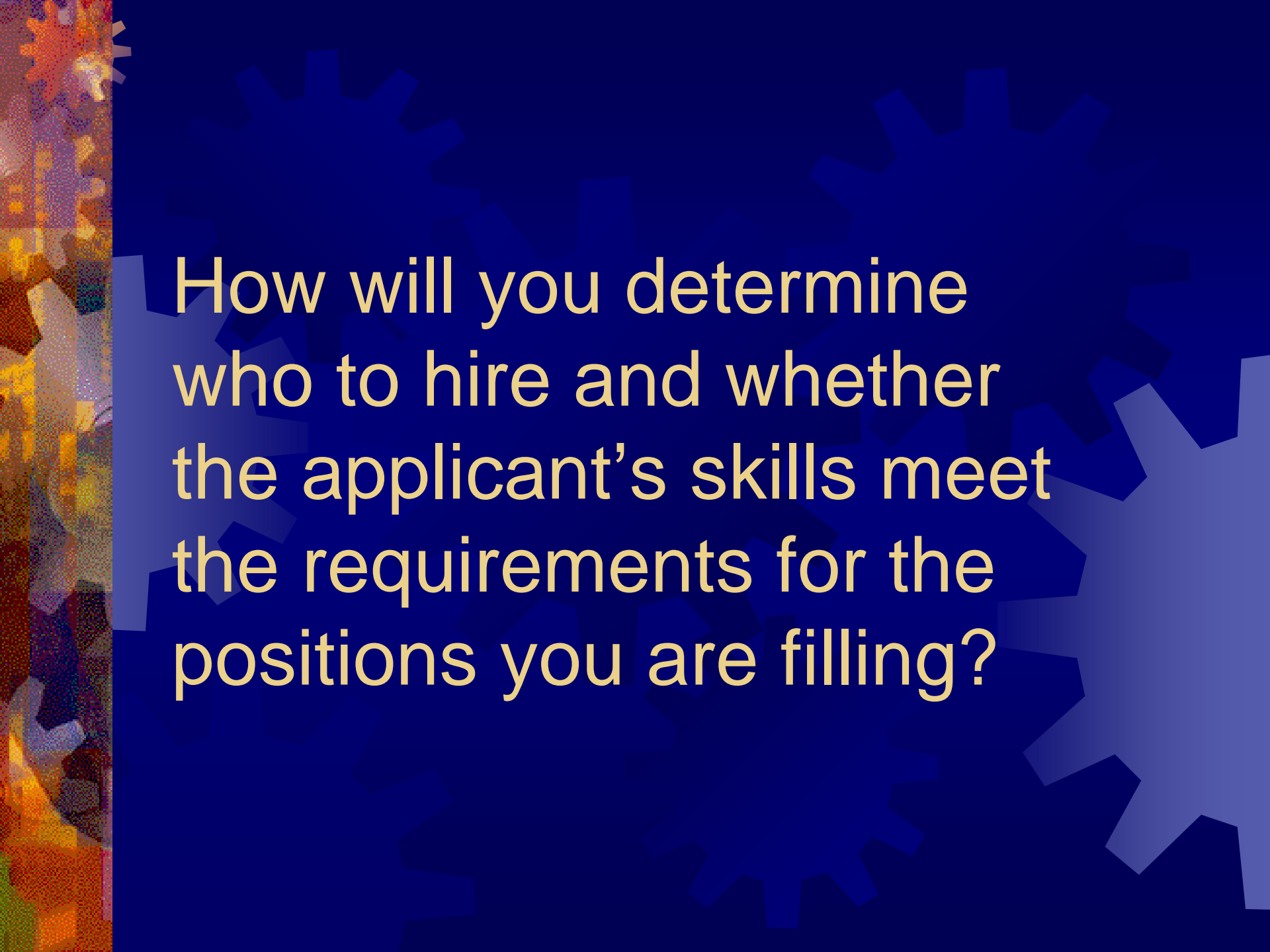
If so, do you know what basic skills you will need in order to start and run the type of business you are interested in?

Do you possess those skills?




If not, you'll need to hire people who can help you in the areas you need help with.

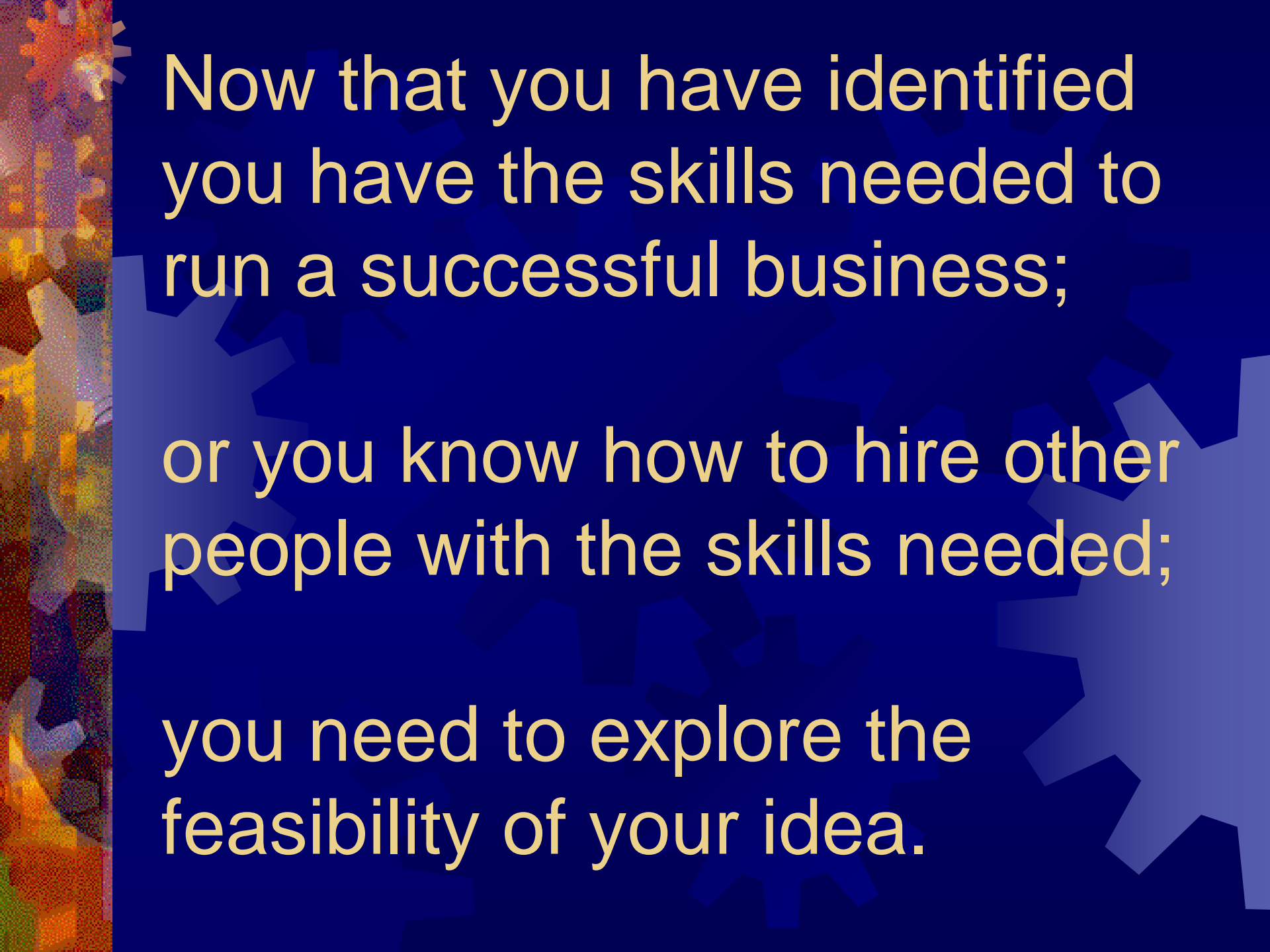
If you need to hire people, have you ever worked in a managerial or supervisory capacity before?



How will you determine who to hire and whether the applicant's skills meet the requirements for the positions you are filling?




Finally, if you discover you don't have the basic skills needed for your business, will you be willing to delay your plans until you've acquired the necessary skills?




Now that you have identified
you have the skills needed to
run a successful business;

or you know how to hire other
people with the skills needed;

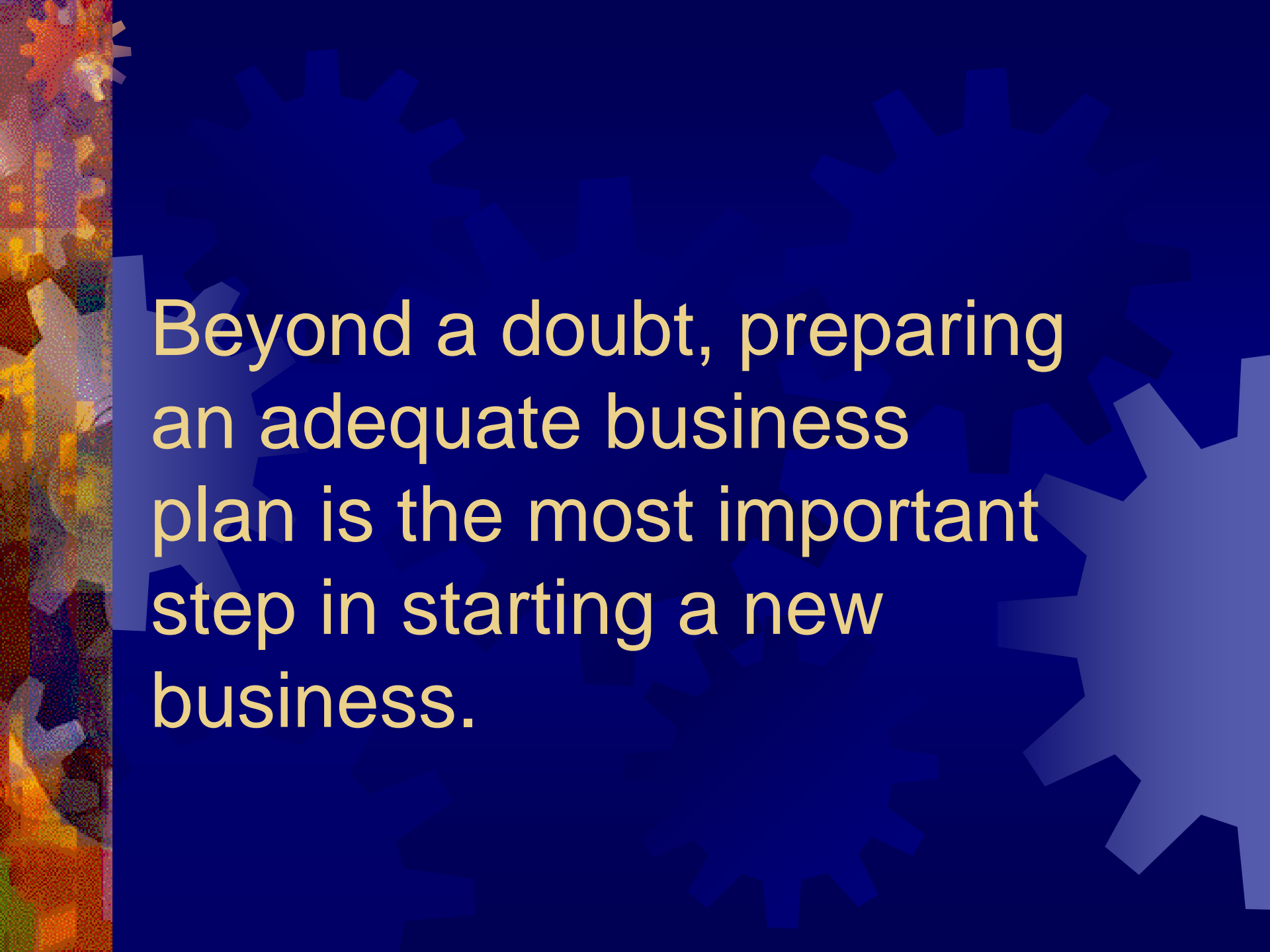
you need to explore the
feasibility of your idea.



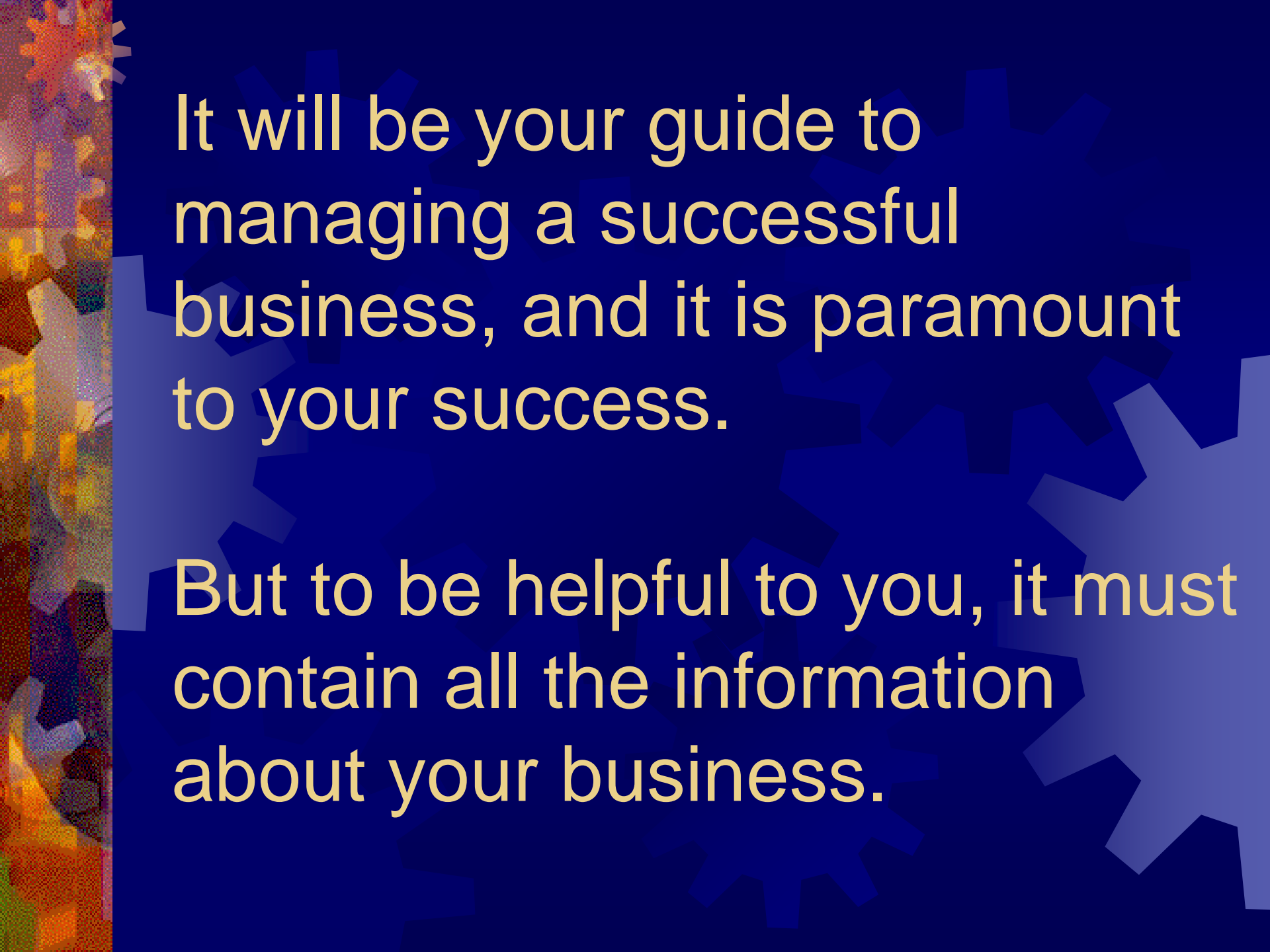
A major reason businesses fail is because people don't thoroughly evaluate the potential for success.



Before you invest time,
effort and money, you
need to have a solid
business plan.

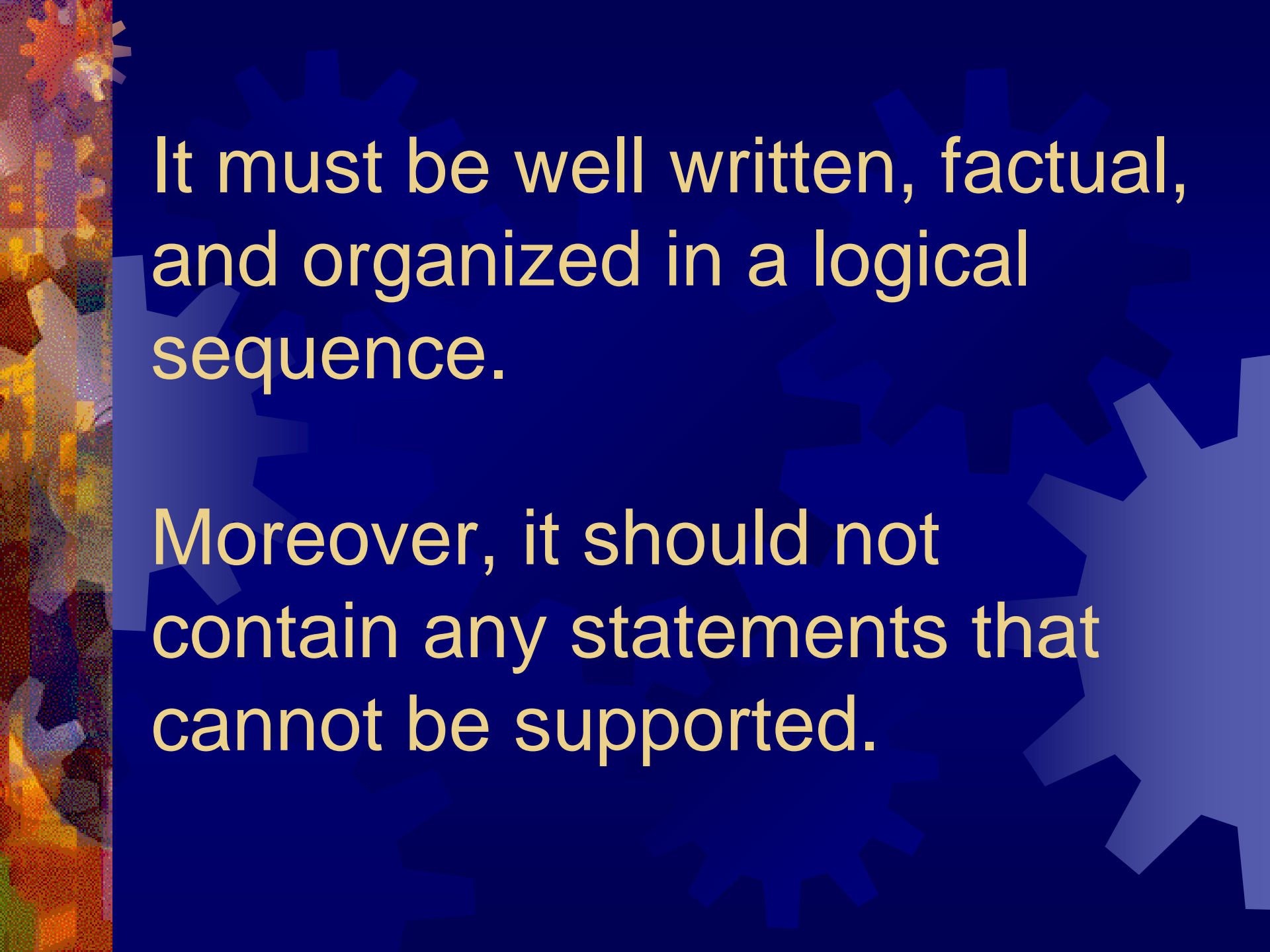


Beyond a doubt, preparing an adequate business plan is the most important step in starting a new business.



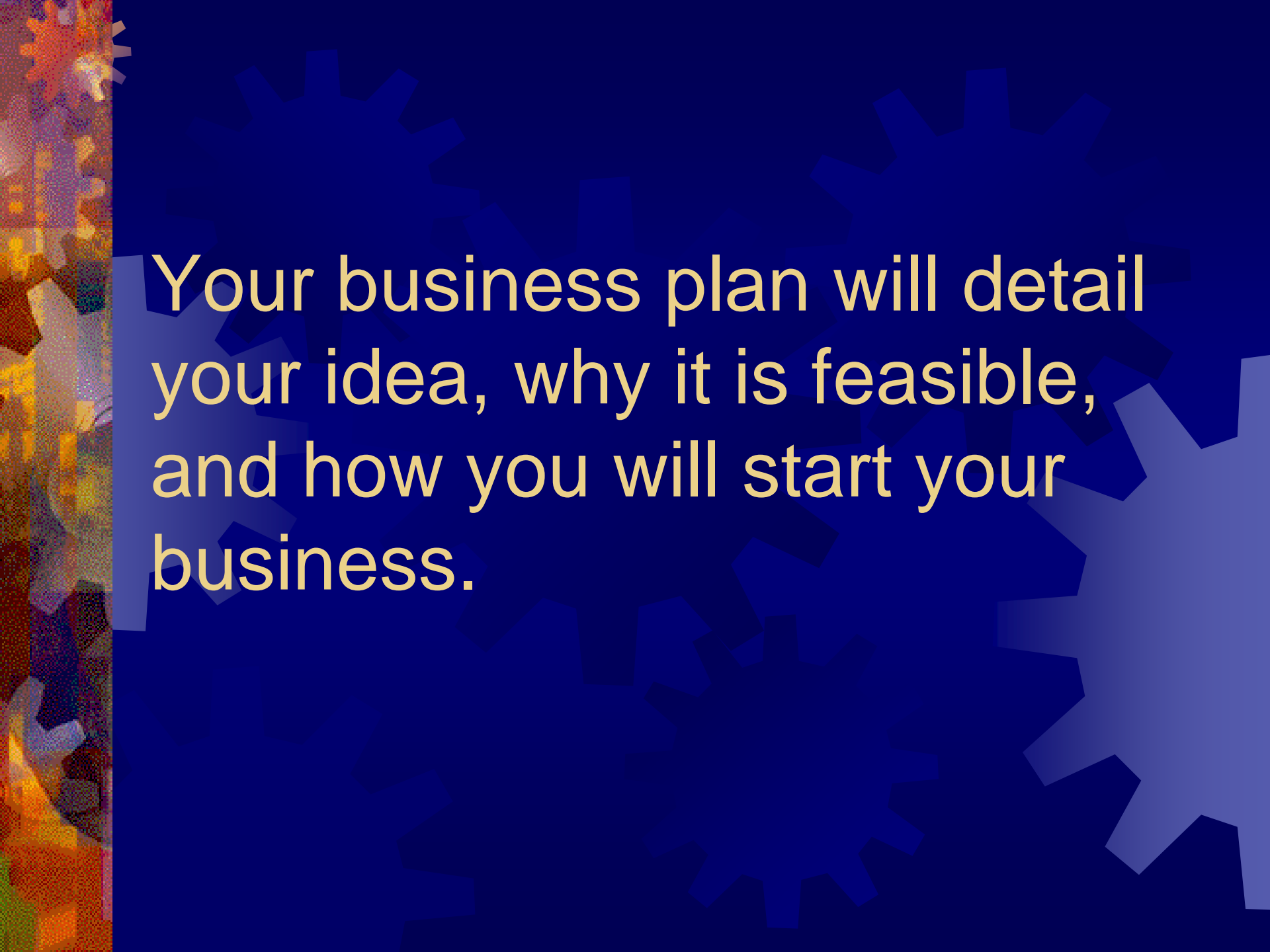
It will be your guide to managing a successful business, and it is paramount to your success.

But to be helpful to you, it must contain all the information about your business.

The background is a dark blue field filled with various sizes of semi-transparent gears. On the left side, there is a vertical strip with a colorful, abstract, and textured appearance, possibly representing a gear mechanism or a mechanical part. The text is centered and written in a bright yellow, sans-serif font.

It must be well written, factual,
and organized in a logical
sequence.

Moreover, it should not
contain any statements that
cannot be supported.


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Your business plan will detail your idea, why it is feasible, and how you will start your business.

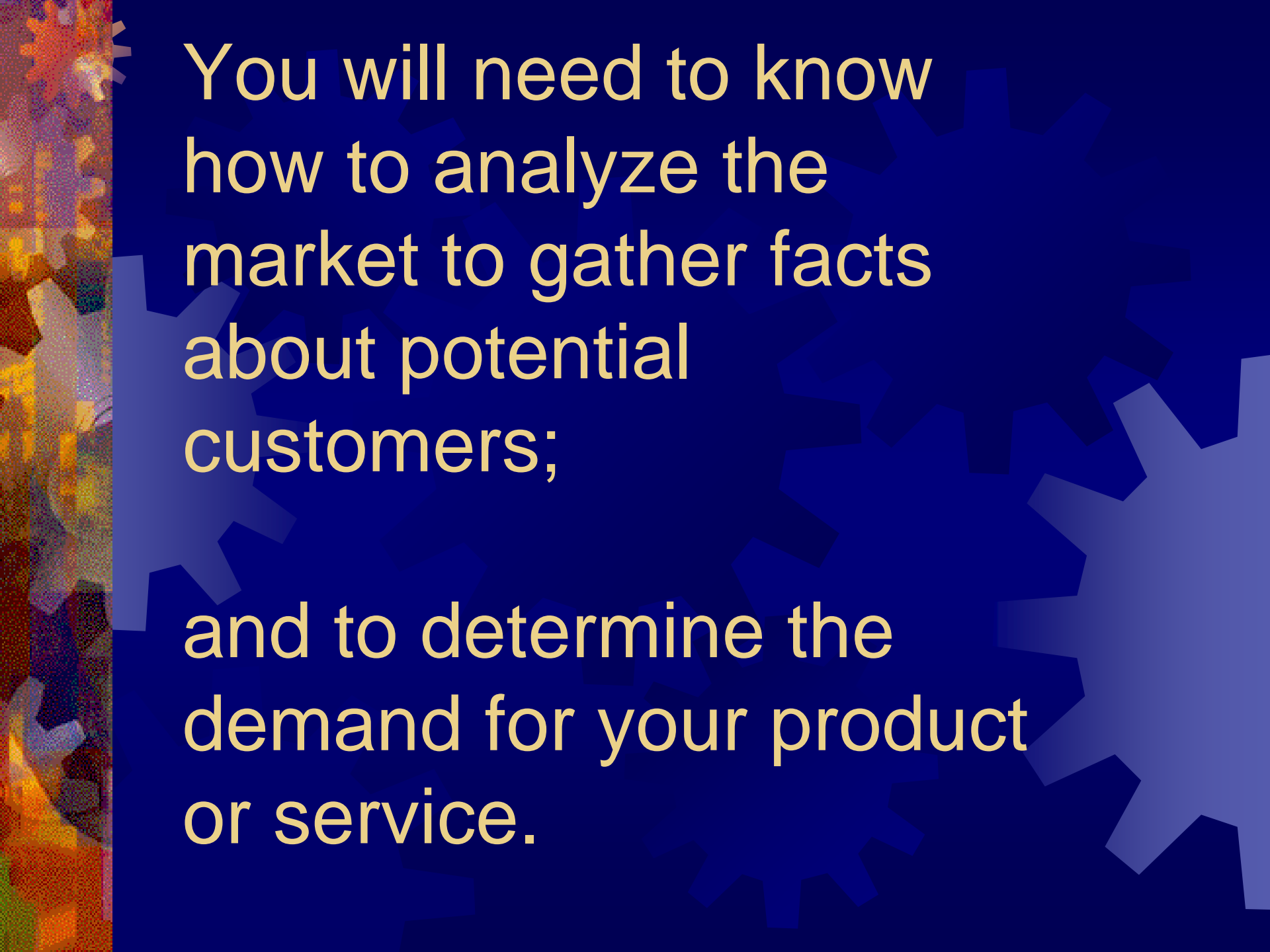
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It will identify the product or service you plan to sell;

and how your product or service satisfies a need that exists in the market.


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You will need to know
who your market will be;
and how you will be
competitive with similar
products or services?




You will need to know how to analyze the market to gather facts about potential customers;

and to determine the demand for your product or service.



The more information you gather, the greater your chances of capturing a segment of the market and making your business a success.

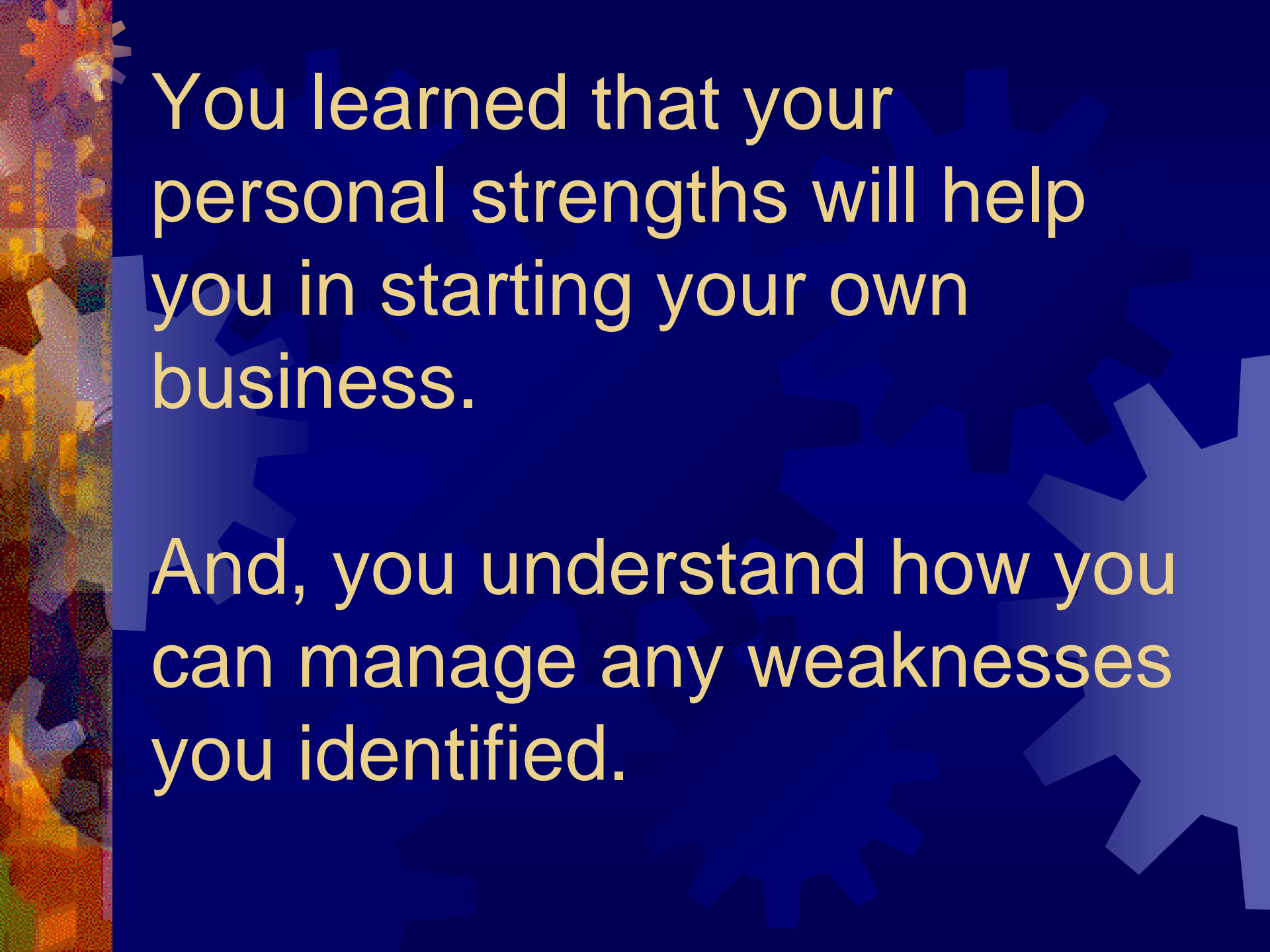


So far, you have identified questions and problems you will face converting your idea in to reality.



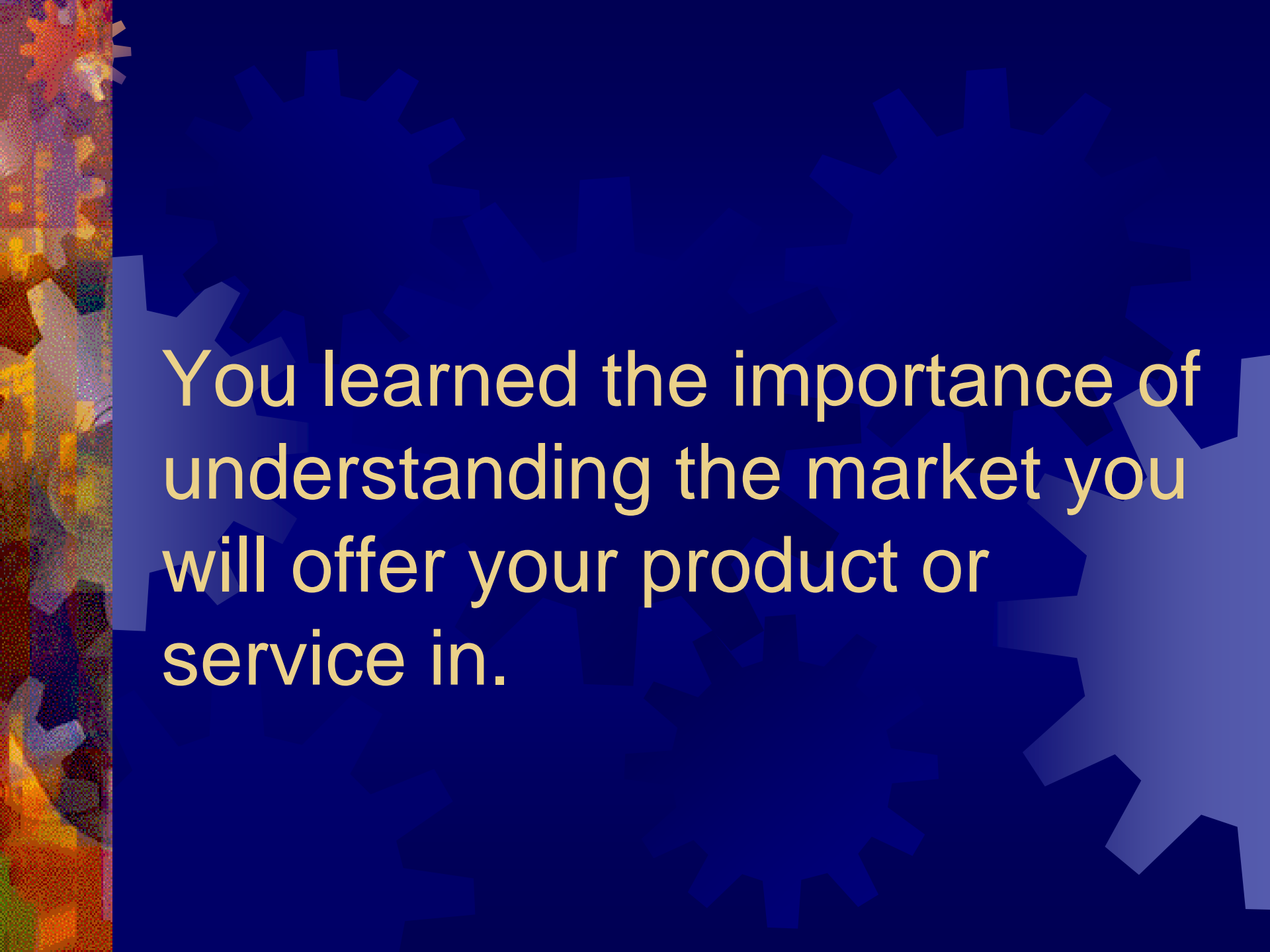
You determined your idea is
feasible.



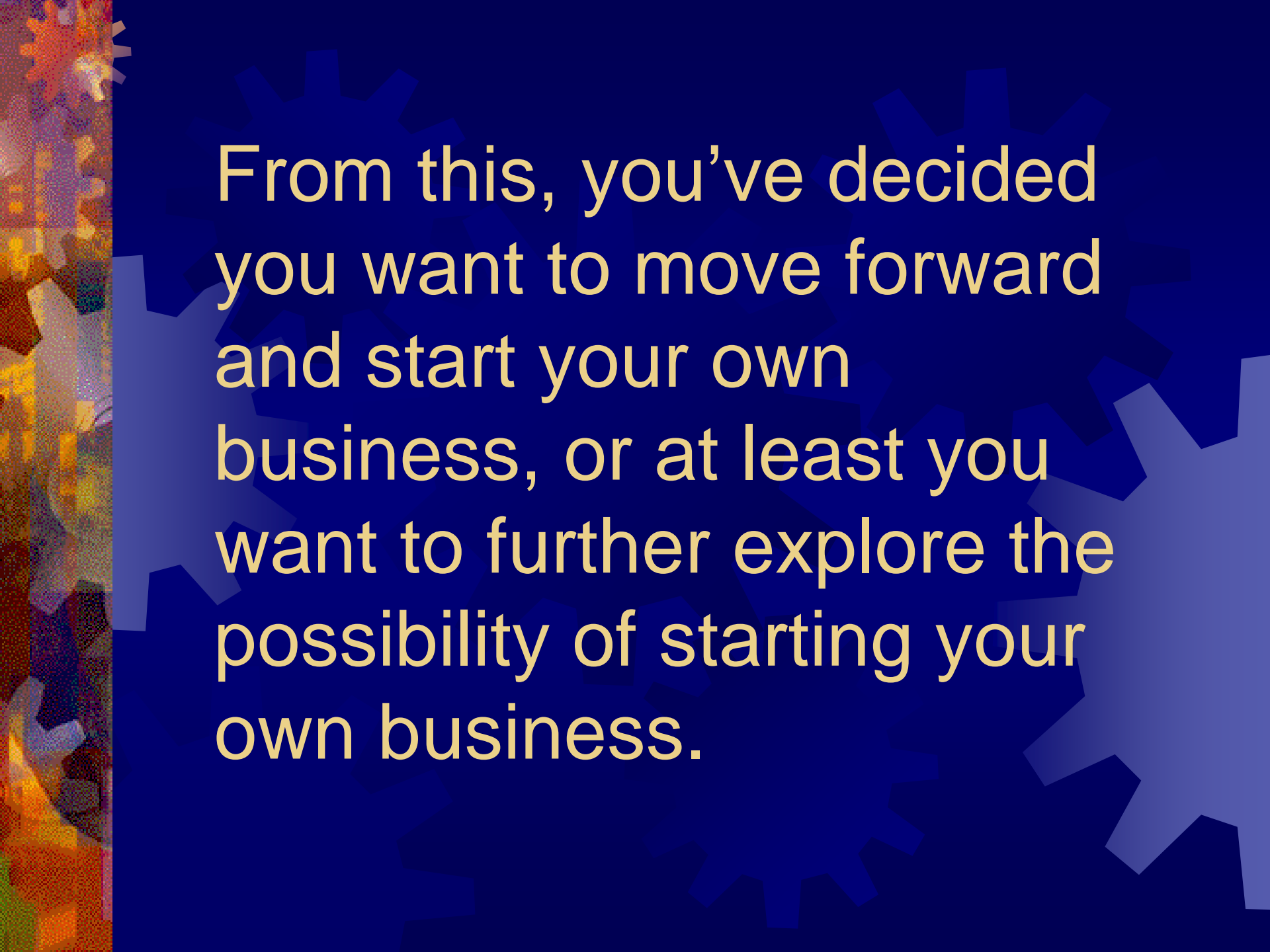


You learned that your personal strengths will help you in starting your own business.


And, you understand how you can manage any weaknesses you identified.

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You learned the importance of understanding the market you will offer your product or service in.


The background is a dark blue field filled with various sizes of gear shapes in lighter blue and white. On the left side, there is a vertical strip with a colorful, abstract, and textured appearance, featuring shades of orange, yellow, and brown, resembling a close-up of a gear or a mechanical part.

From this, you've decided you want to move forward and start your own business, or at least you want to further explore the possibility of starting your own business.



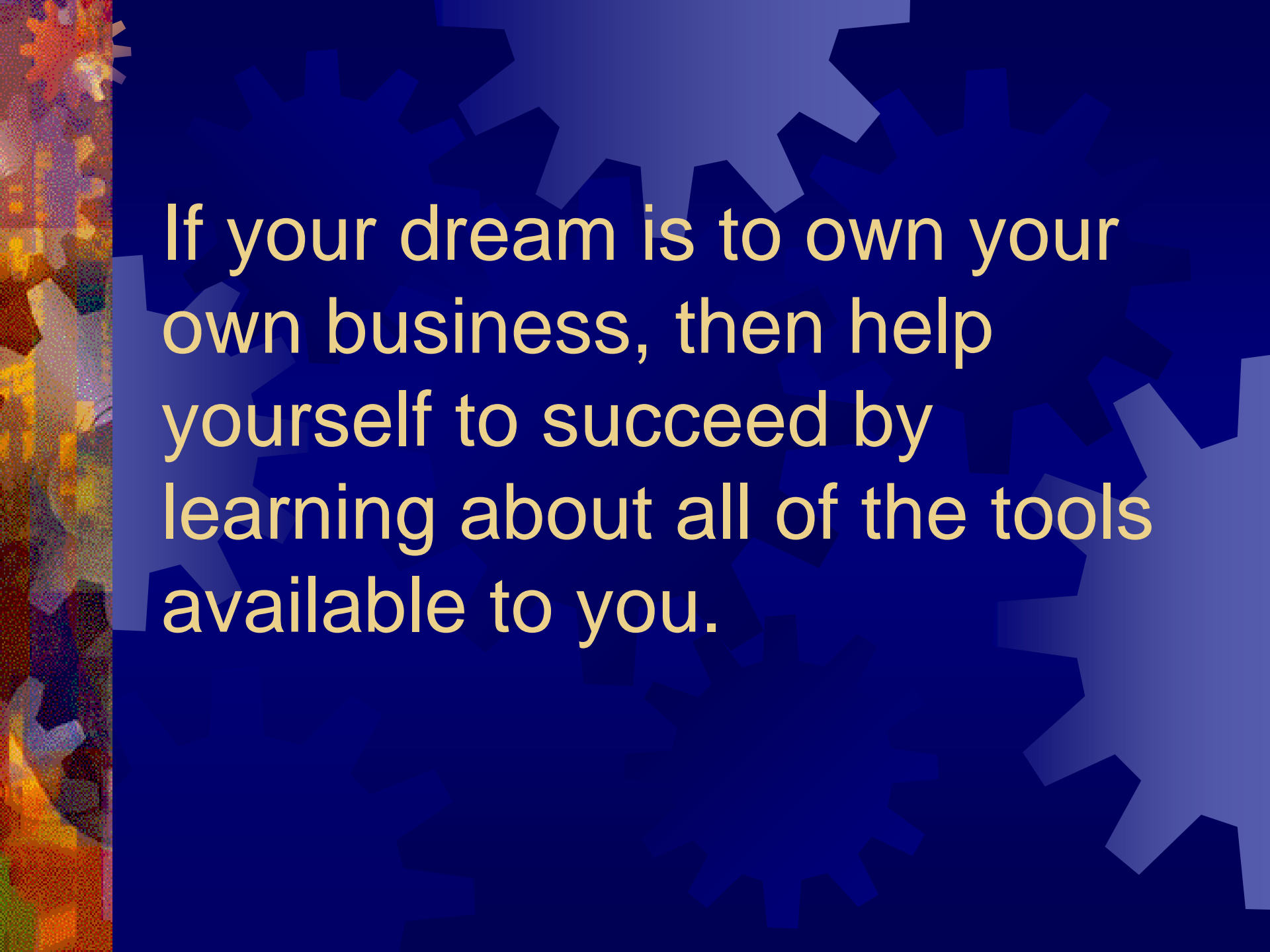
Now what are you
supposed to do?

How do you get started?




The first thing to know is
that you are not alone!


Help is available!

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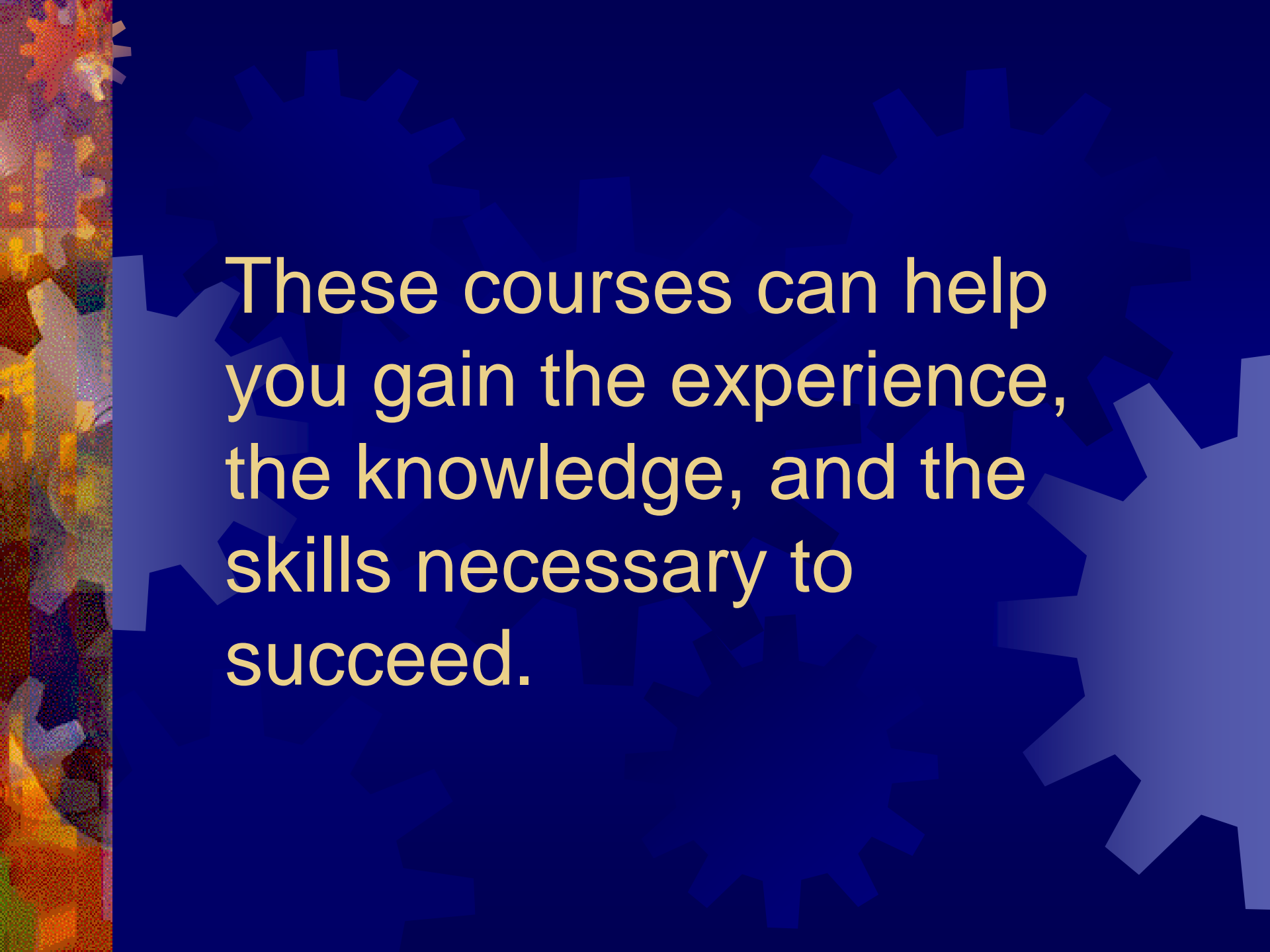
If your dream is to own your own business, then help yourself to succeed by learning about all of the tools available to you.




At Saddleback College, we offer a multitude of career training programs to help you.



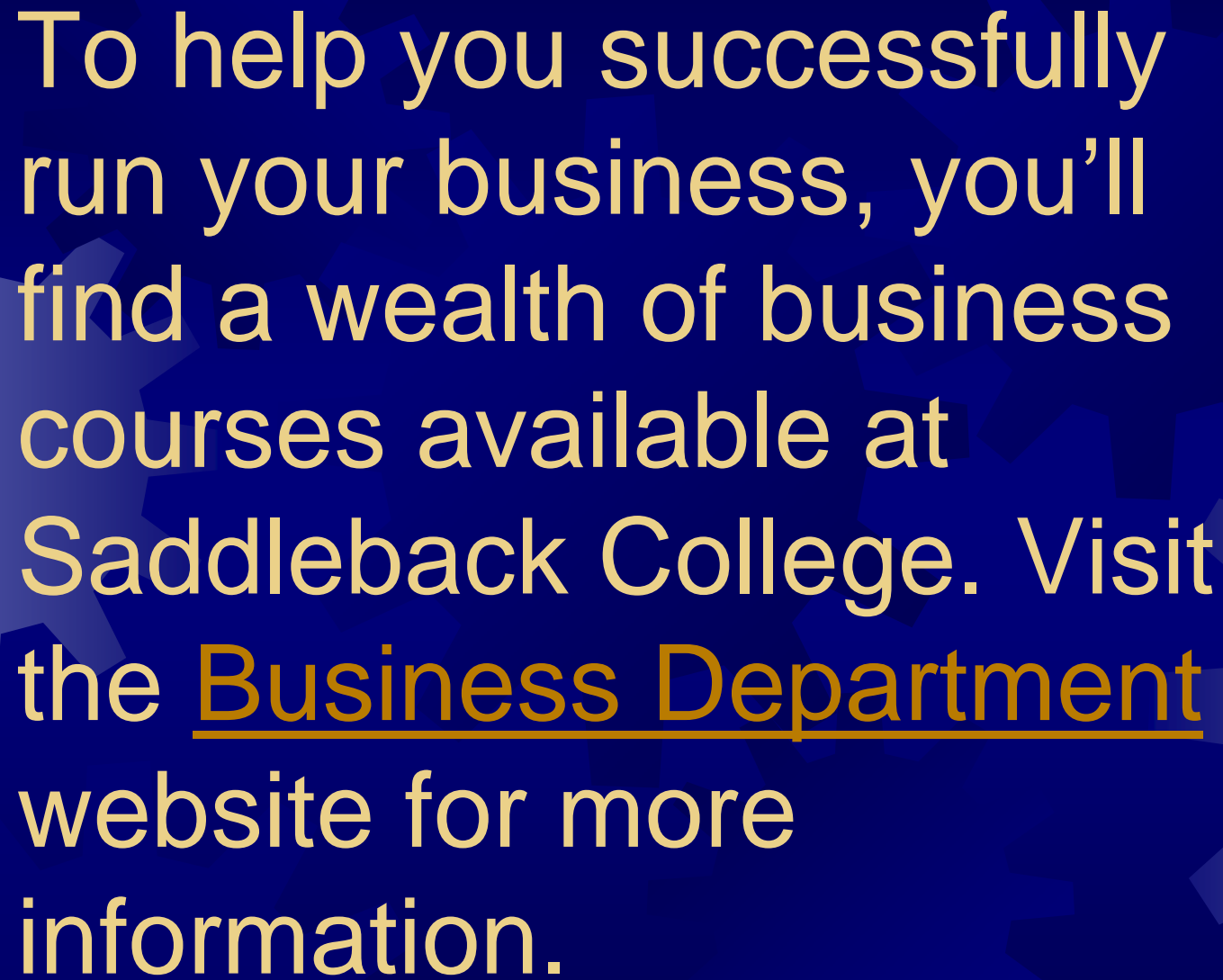
We offer degree and certificate programs from Accounting to Womens' and Gender Studies and many others in between.

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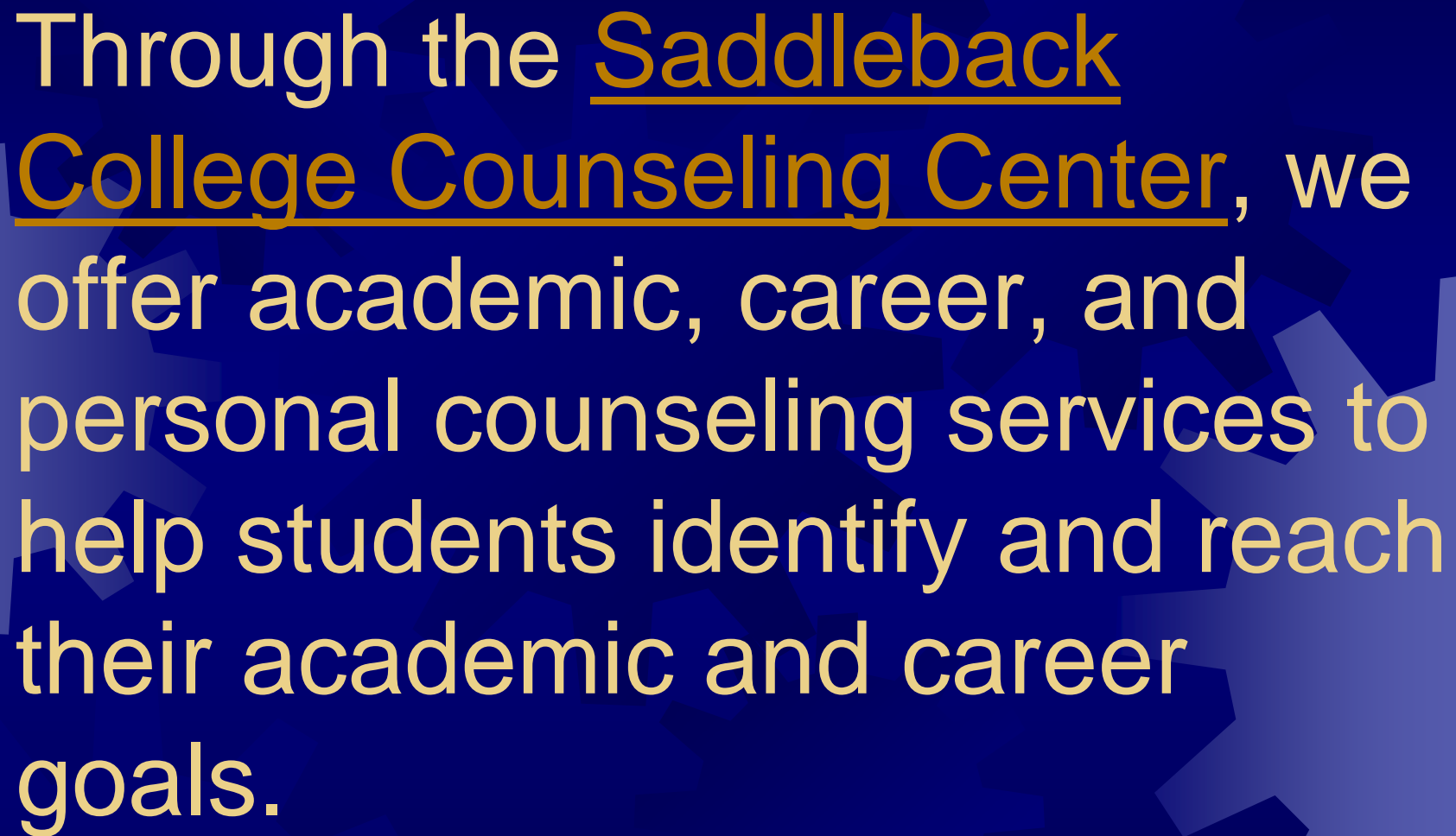
These courses can help you gain the experience, the knowledge, and the skills necessary to succeed.

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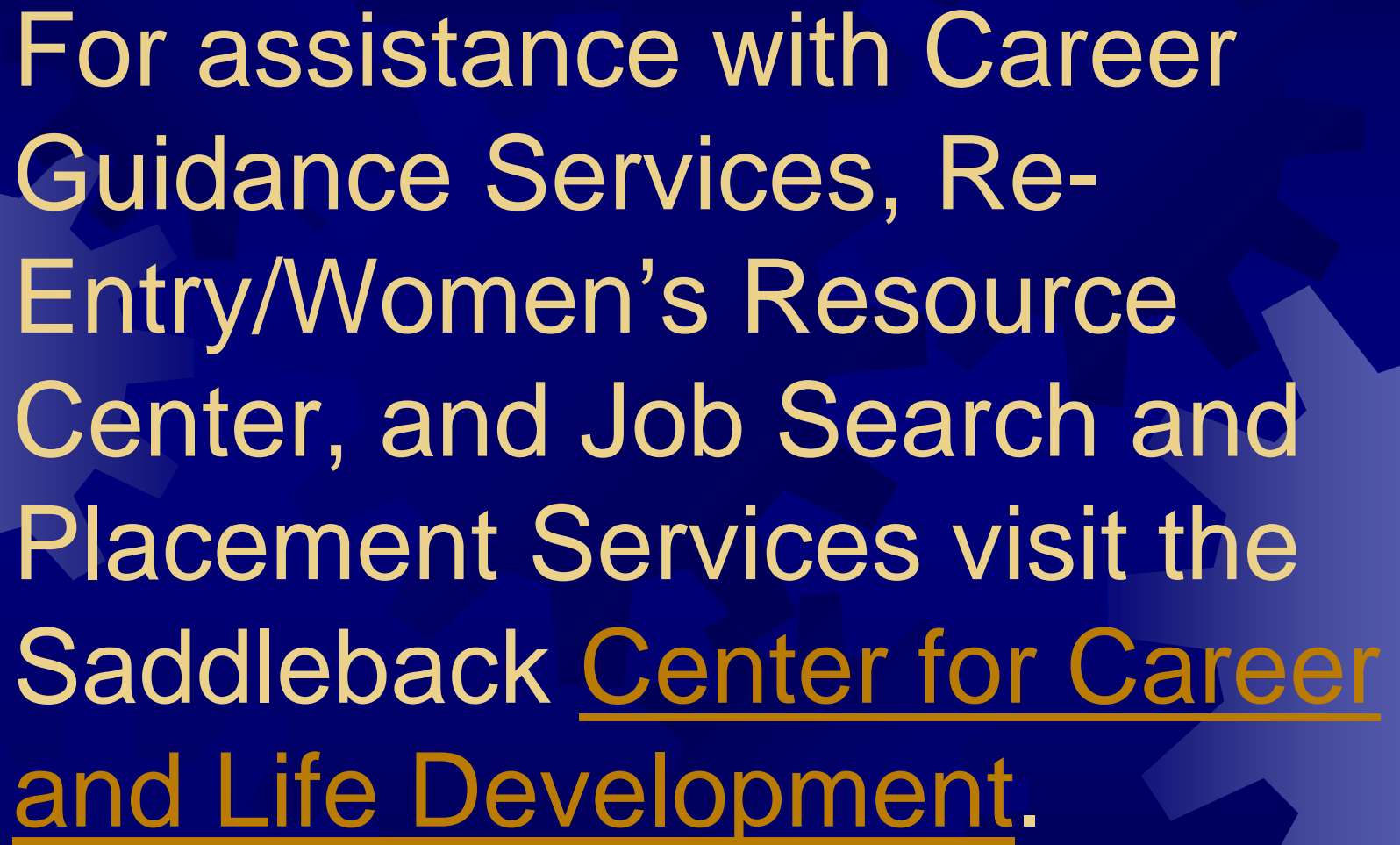
To find out more about programs that might be of interest to you, visit the [Academics, Degree and Certificate Programs](#) page on the Saddleback website.




To help you successfully run your business, you'll find a wealth of business courses available at Saddleback College. Visit the [Business Department](#) website for more information.



Through the Saddleback College Counseling Center, we offer academic, career, and personal counseling services to help students identify and reach their academic and career goals.

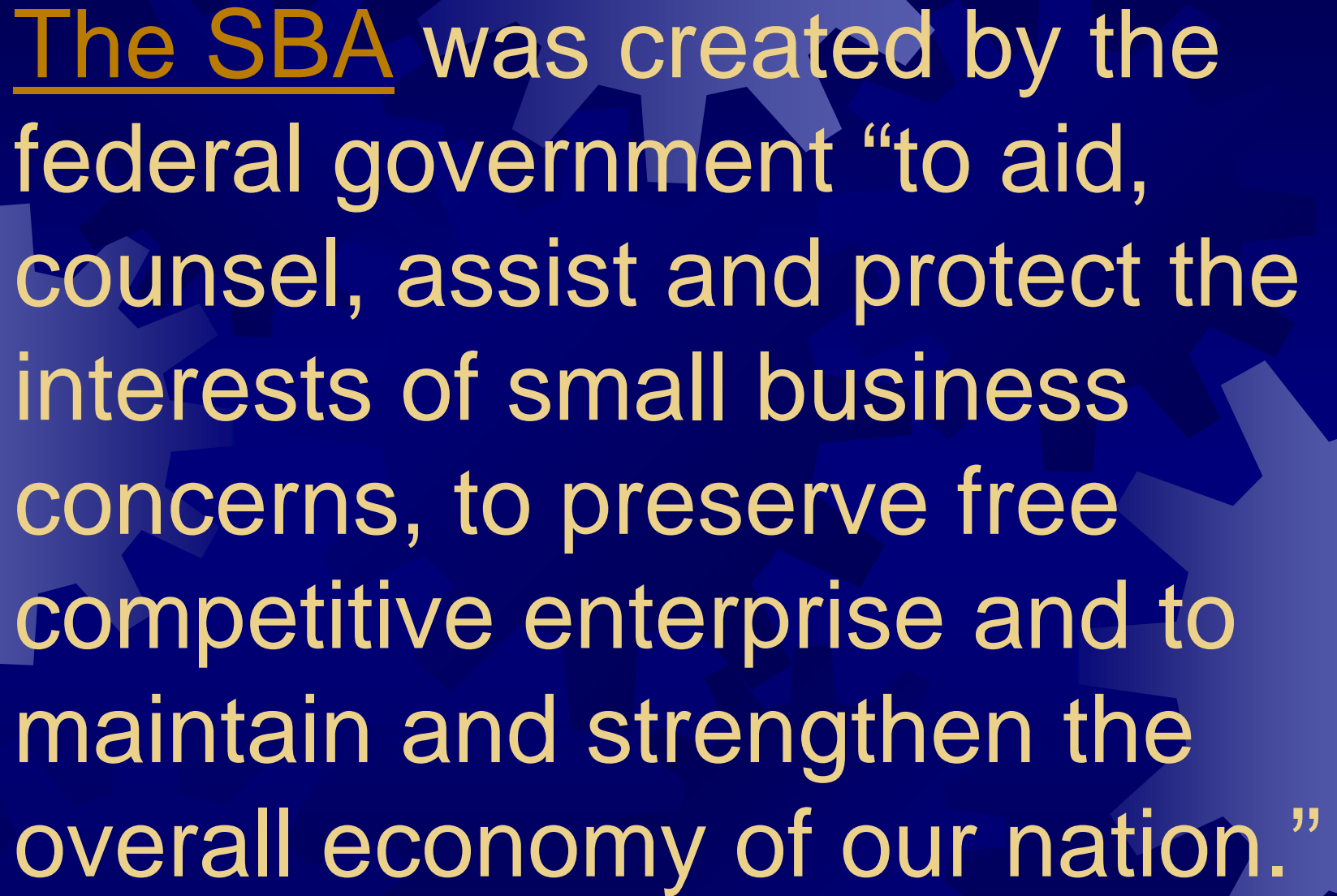


For assistance with Career Guidance Services, Re-Entry/Women's Resource Center, and Job Search and Placement Services visit the Saddleback Center for Career and Life Development.


The background is a dark blue field filled with various sizes of light blue gears. On the left side, there is a vertical strip with a colorful, abstract, and textured appearance, possibly representing a gear mechanism or a collage of colors.

As you begin to plan your business, an important and valuable resource to help you is:

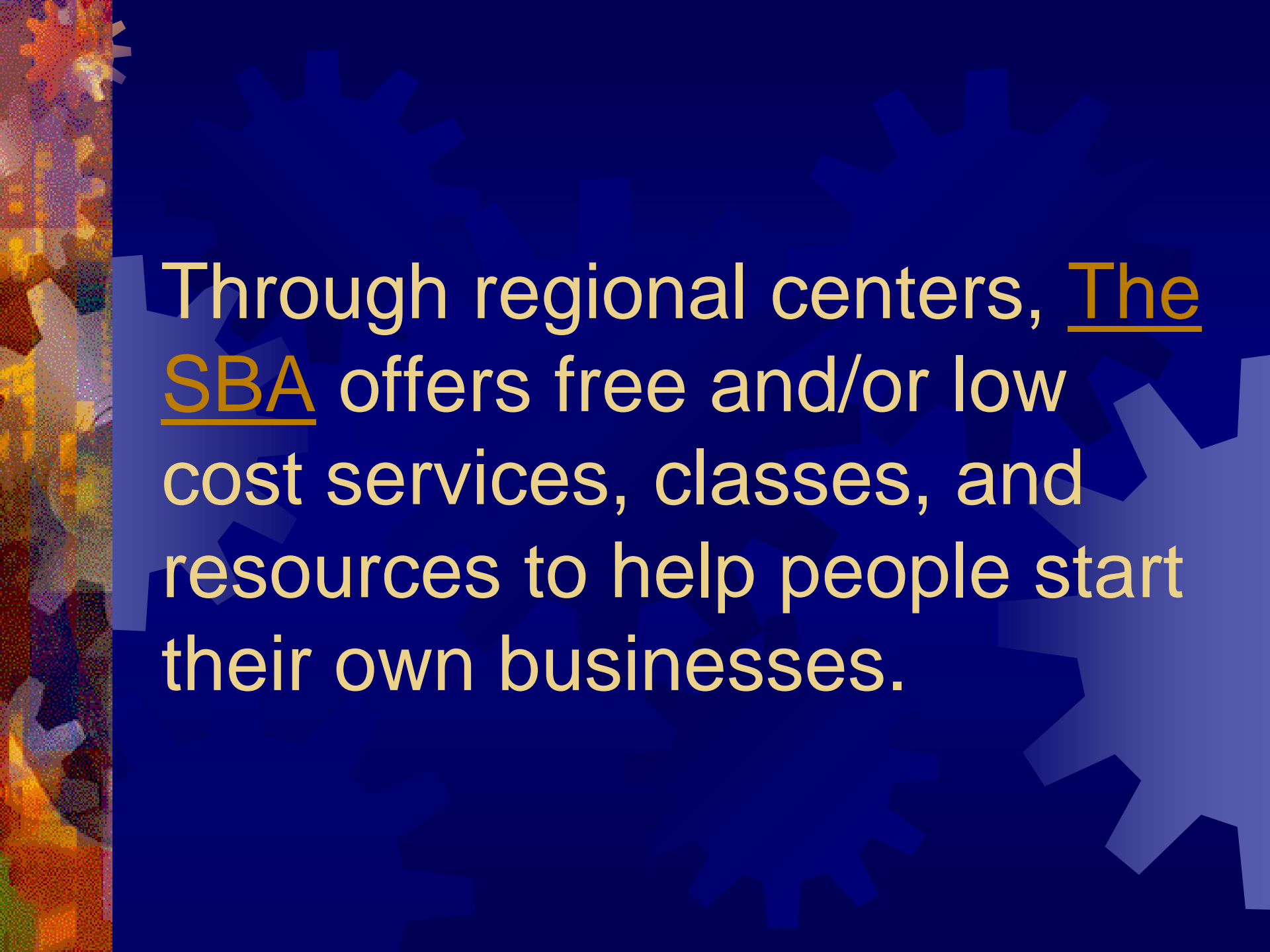
The U.S. Small Business Administration (SBA).

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The SBA was created by the federal government “to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation.”

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They know that small businesses are critical to building America's future, and to helping the United States compete in today's global marketplace.



Through regional centers, The SBA offers free and/or low cost services, classes, and resources to help people start their own businesses.



Services available include:

Free counseling;

advice and information on starting a business;

financial assistance for loans;

and other consulting services.



In addition, there are
programs for:

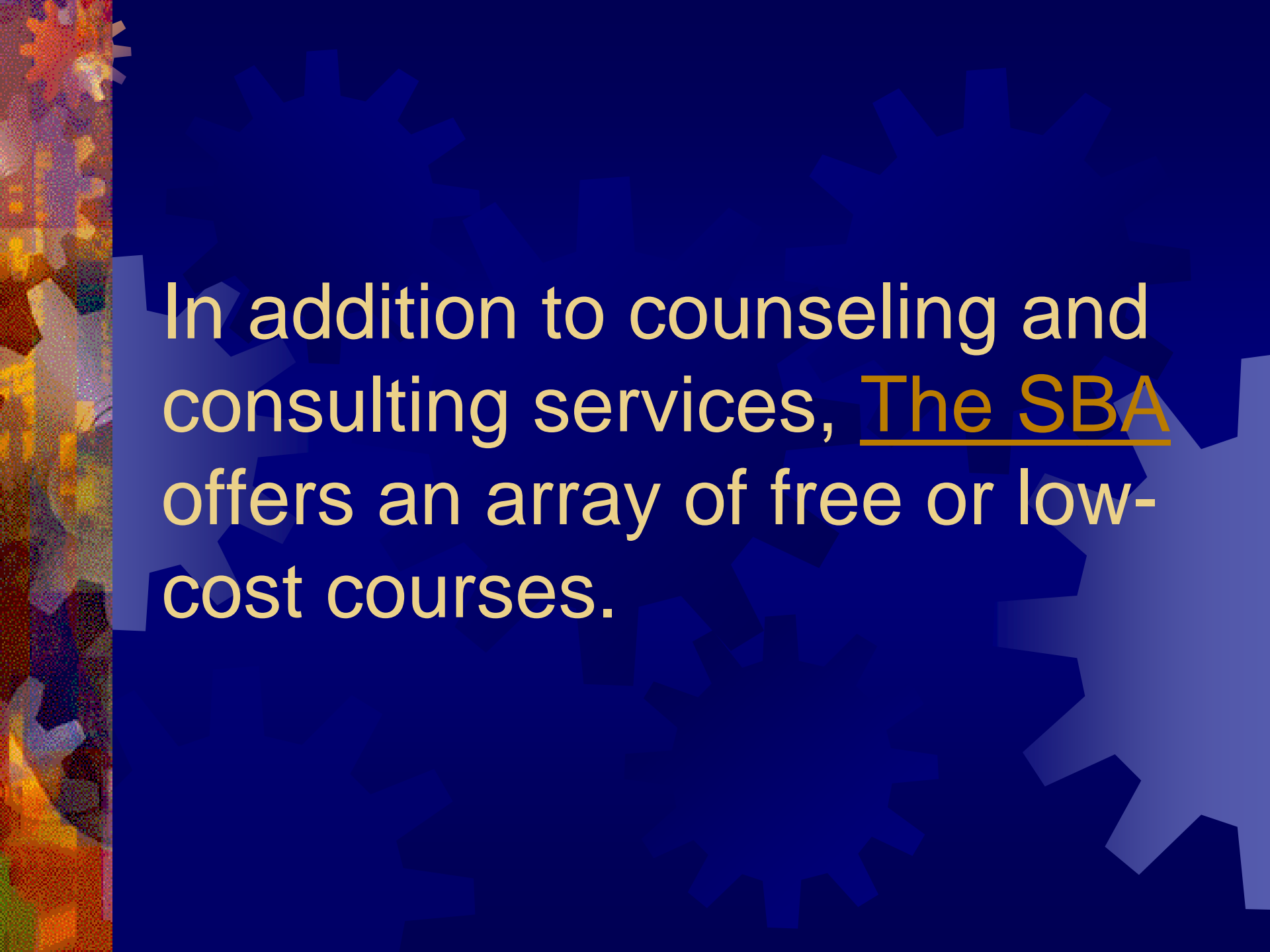
businesses involved in
international trade;

and credit-worthy veterans.



There are also special programs to meet the needs of:

socially and economically disadvantaged individuals;
and women business owners.




In addition to counseling and consulting services, The SBA offers an array of free or low-cost courses.


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Courses are available in such areas as:

Small Business Primer; How to Prepare a Business Plan; Franchising Basics; and Technology 101.



You can find a complete listing of the courses available at The SBA website, or by visiting your local SBA District Office.



In Santa Ana, your local SBA
office is located at:

200 W Santa Ana Blvd.,
Suite 700

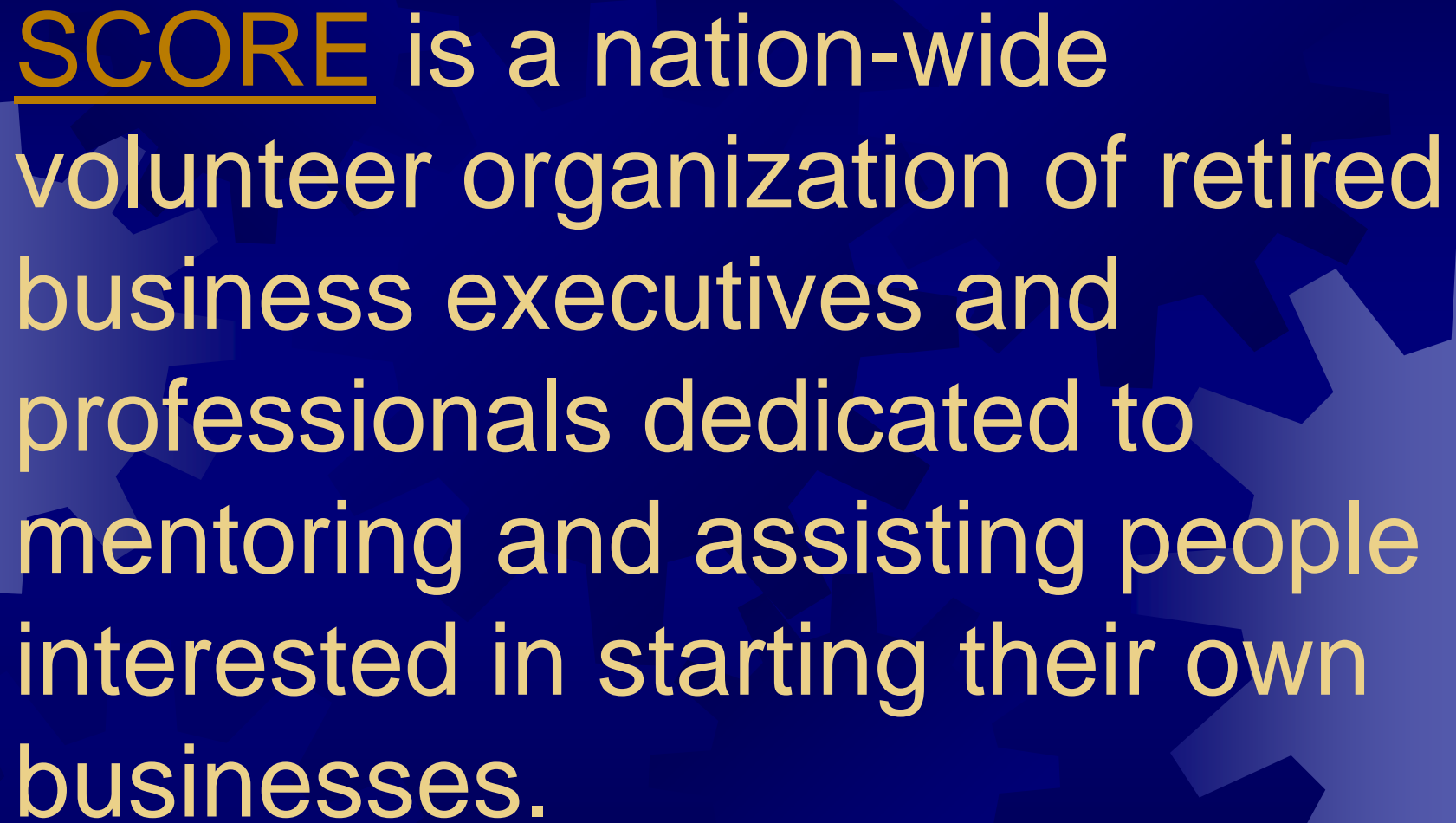
Santa Ana, CA 92701

(714) 550-7420

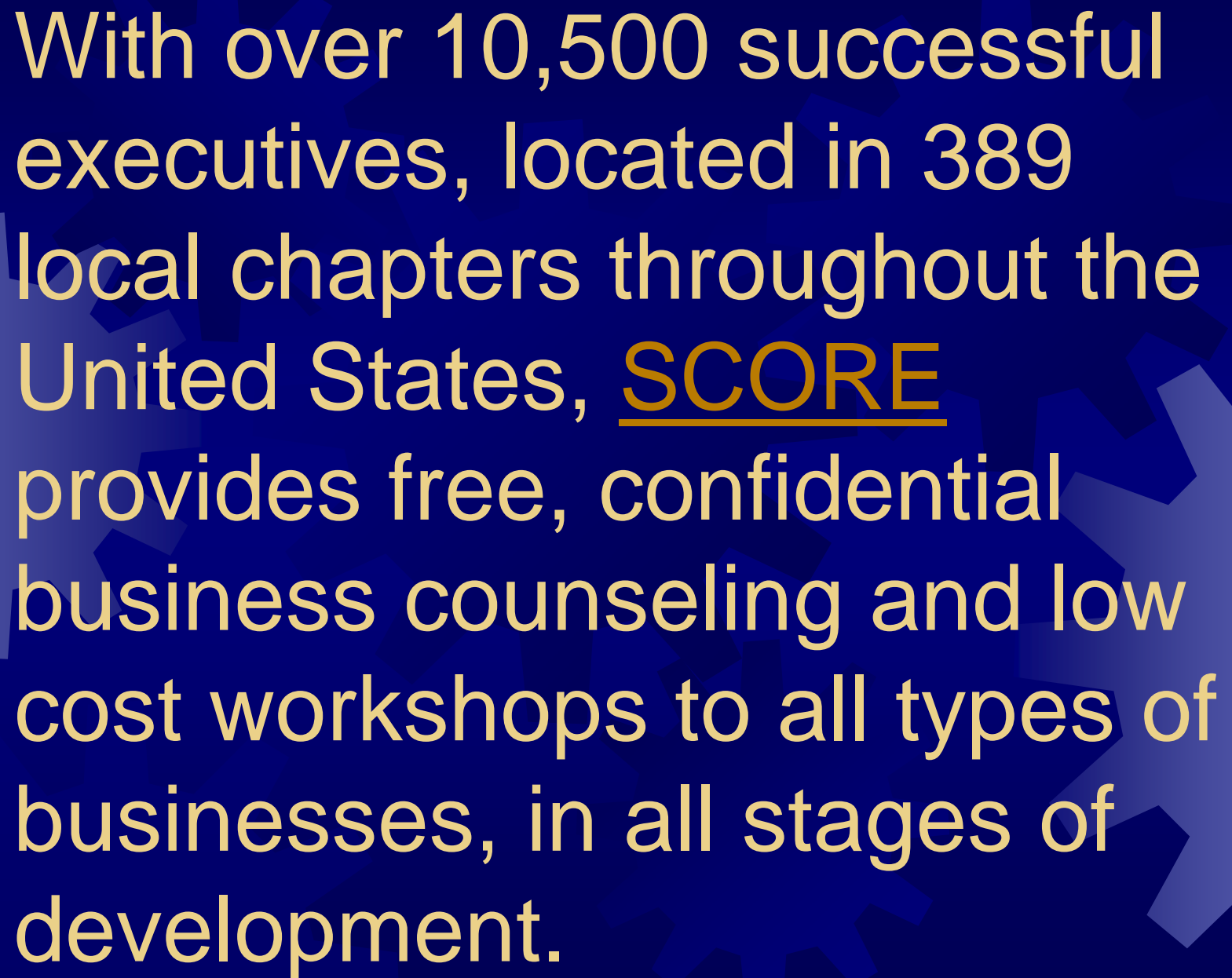
Fax (714) 550-0191

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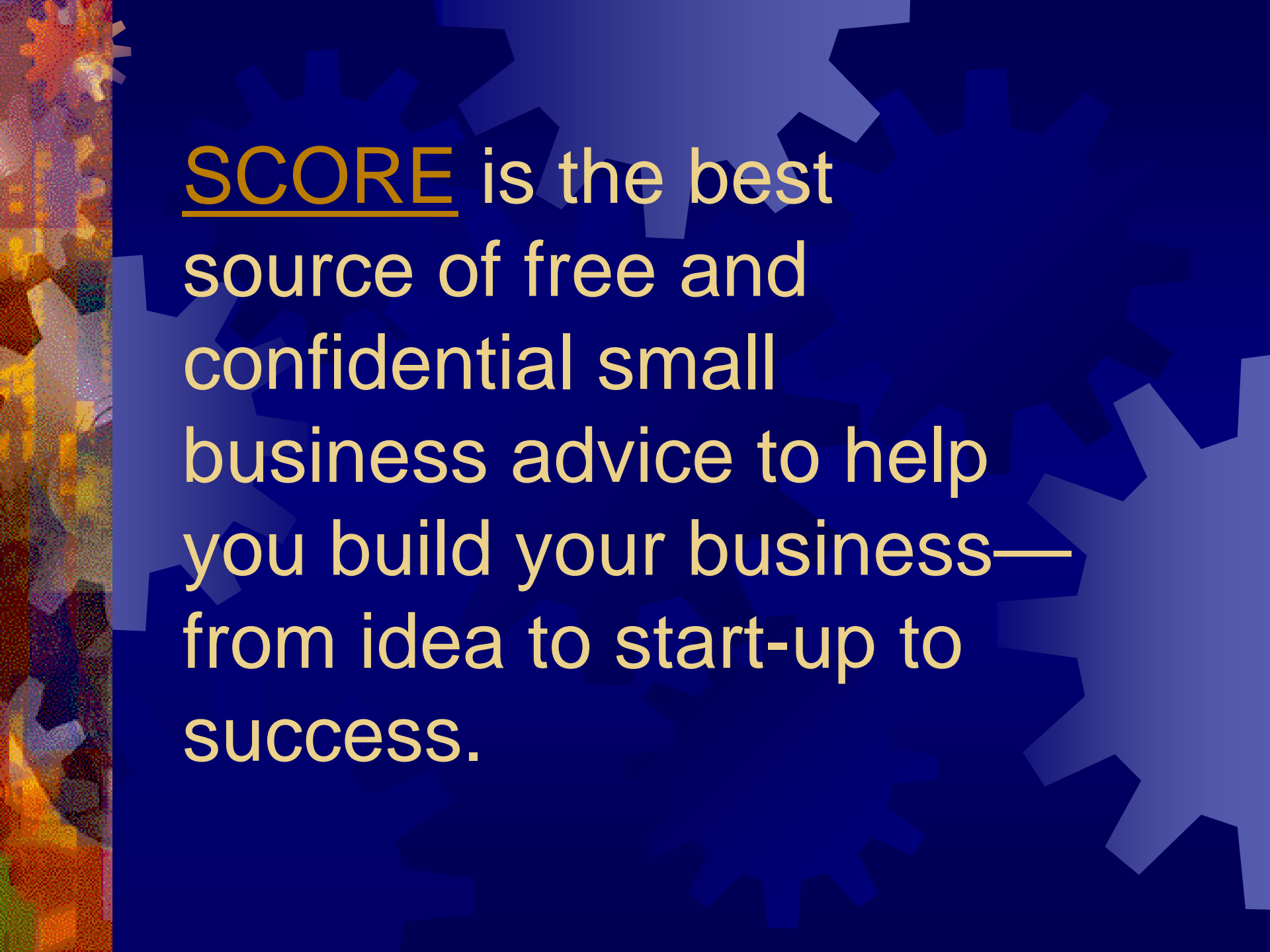
If you're looking for a mentor to help you start your business, SCORE (Service Corps of Retired Executives) is just the organization for you.

The background is a dark blue field with several large, semi-transparent gears of varying shades of blue. On the left side, there is a vertical strip with a colorful, abstract, and textured appearance, possibly representing a gear mechanism or a mechanical part. The text is centered and written in a bold, yellow, sans-serif font.

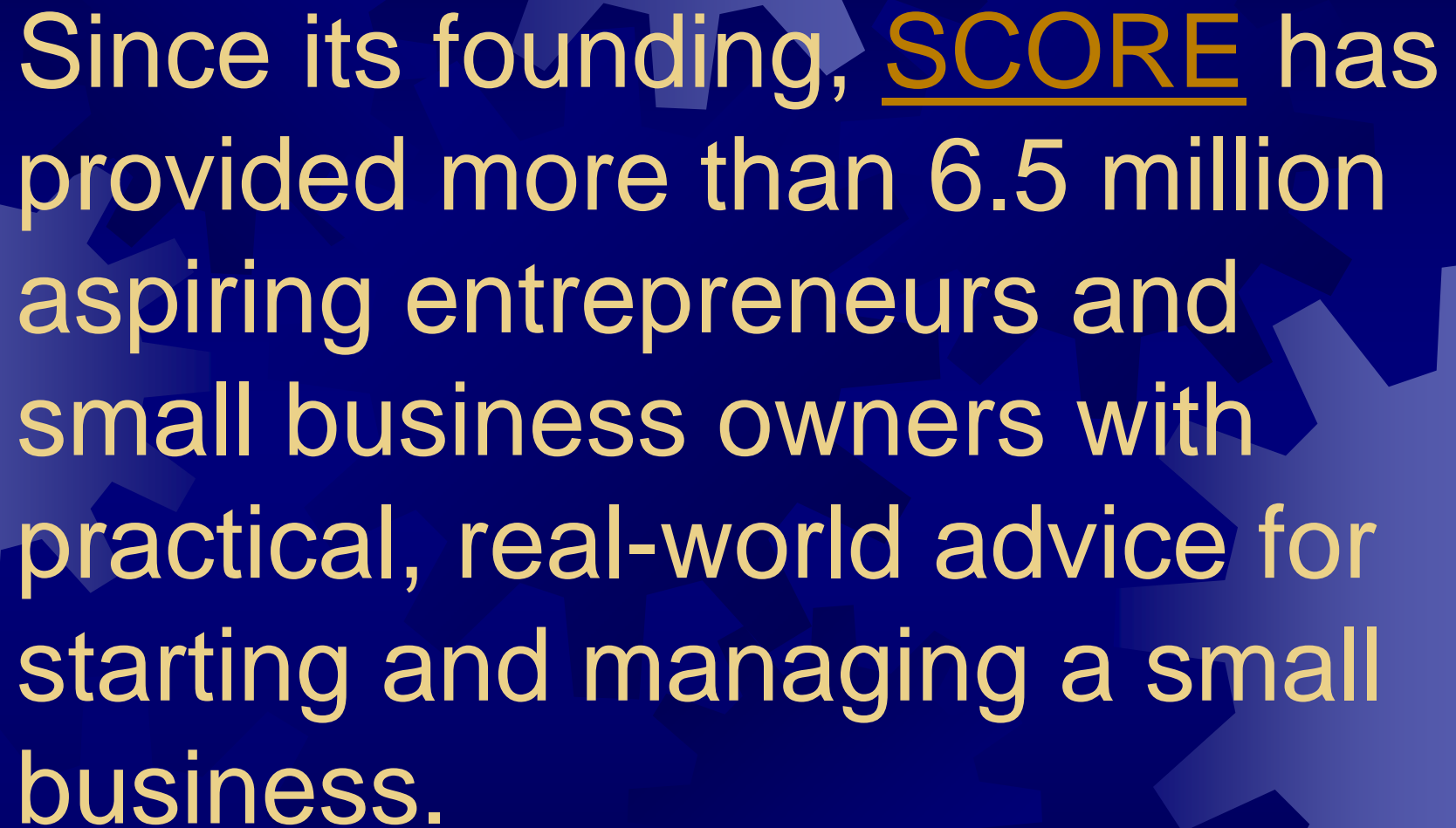
SCORE is a nation-wide volunteer organization of retired business executives and professionals dedicated to mentoring and assisting people interested in starting their own businesses.

The background is a dark blue field with several large, semi-transparent gears of various sizes scattered across it. On the left side, there is a vertical strip with a colorful, abstract, and textured appearance, possibly representing a gear mechanism or a digital interface. The text is centered and written in a clean, sans-serif font.

With over 10,500 successful executives, located in 389 local chapters throughout the United States, SCORE provides free, confidential business counseling and low cost workshops to all types of businesses, in all stages of development.

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SCORE is the best source of free and confidential small business advice to help you build your business—from idea to start-up to success.

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Since its founding, SCORE has provided more than 6.5 million aspiring entrepreneurs and small business owners with practical, real-world advice for starting and managing a small business.



Today, SCORE provides more than 400,000 counseling and training sessions each year.



To find out more about how SCORE can help you, visit their website.

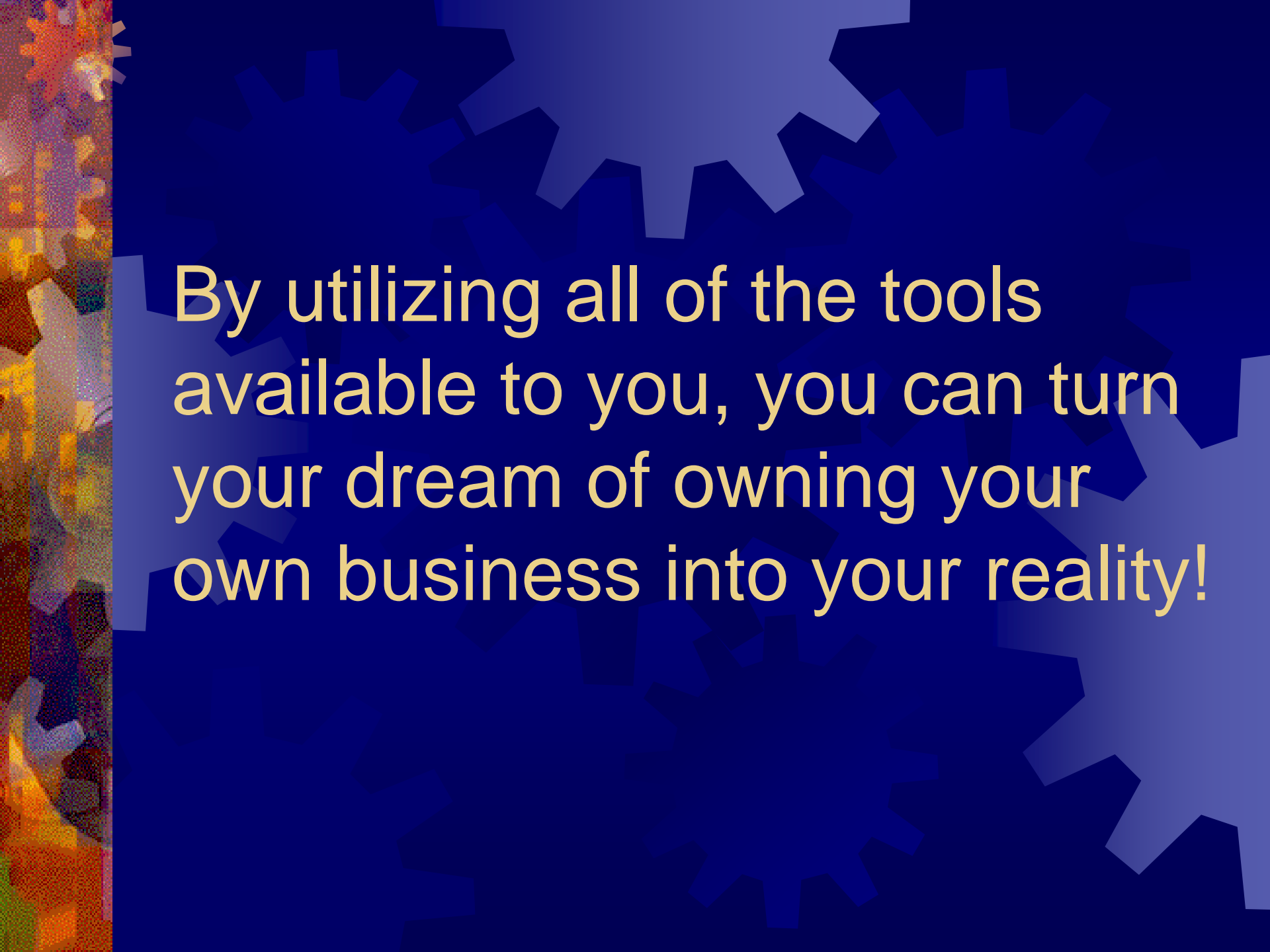
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In addition, information and assistance is also available from trade associations, and local Chambers of Commerce



Remember:

Information is Power!



By utilizing all of the tools available to you, you can turn your dream of owning your own business into your reality!



GOOD LUCK!

**“SO, YOU WANT TO START YOUR OWN
BUSINESS!”**

Developed by:

Jan Ventura, Ph.D.

Murl Tucker, Ph.D.

Saddleback College Counseling Center