

Starting Your Business: A Guide to Resources for the Akron-Area Entrepreneur

Prepared by the librarians in the Business & Government Division
of the Akron-Summit County Public Library



Contents

- [Introduction](#)
- [Do You Have What It Takes?](#)
- [Getting Started](#)
 - [General Entrepreneurial Resources](#)
 - [Business Ideas](#)
 - [Funding Your Business](#)
 - [Writing a Business Plan](#)
 - [Market / Industry Research](#)
 - [Deciding on Your Legal Form of Business](#)
 - [Patents, Trademarks, and Copyrights](#)
 - [Laws, Licensing and Regulations](#)
- [Running the Business](#)
 - [Taxes](#)
 - [Managing your business](#)
 - [Marketing your business](#)
- [Buying a Business](#)
- [Franchises](#)
- [Minority/Women Owned Businesses](#)
- [Local Organizations/Sources of Assistance](#)
- [Web 2.0 Technologies](#)

[Printer friendly version of this document](#)

Introduction

There are many reasons why people want to start their own business. They can include: financial independence, ability to set their own hours and doing work that relates to their particular interests. In addition to hard work, talent, and perhaps a bit of good luck, starting your own business requires both planning and research.

This guide will discuss books, internet sites, and local and government organizations that can help you with these tasks. The guide is organized into subject areas, with each area containing a list of relevant books that are available in the library as well as links to helpful internet sites.

The books listed in this guide represent only a portion of the relevant books that are available in the library. If you would like additional books, please search our [catalog](#) or contact a librarian in the Business & Government Division for help. Librarians in the Business Division can help you in

person, on the phone, or on-line. Please contact us at:

Business & Government Division
Main Library
60 South High Street, Akron, OH 44326
(330) 643-9020

Or ask a question on-line through our [Ask A Librarian service](#).

Some of the best sources of information on business start-up are available for free from internet websites. If you are not comfortable using the Internet, classes on using the Web are available through the library's Electronic Services office. The most current list of classes is available at the Main Library or any of the branches. You can also access the list of classes from the library's web page under [Electronic Services Computer Training](#).

[Go Back to Table of Contents](#)

Do You Have What It Takes?

Starting and successfully running your own business requires many skills, persistence, and hard work. Successful entrepreneurs tend to share certain personal characteristics and traits. If you would like to learn what these characteristics and traits are, take a look at the following websites: The United States Small Business Administration (SBA) has a [list of questions](#) you can ask yourself to see if entrepreneurship is for you. The SBA also has discusses [what it takes to be an entrepreneur](#). Commerce Clearing House (CCH) has a variety of [self-assessment tools](#) to help you decide if you would make a good entrepreneur. Or if you would like a more interactive experience, take one of the following quizzes to see if you have what it takes:

- [Do You Have What it Takes to Start a Business?](#) provided by the Akron Chapter of SCORE.
- [The Entrepreneur Quiz](#) provided by Bankrate.com

[Go Back to Table of Contents](#)

Getting Started

General Entrepreneurial Resources:

So you've decided that you have what it takes to start your own business, but don't know how to get started. This section contains a list of general entrepreneurial books and websites that discuss the overall process of starting a business.

Library Resources

- Abrams, Rhonda. **Six-week start-up: a step-by-step program for starting your business, making money, and achieving your goals.** Palo Alto, CA: The Planning Shop. **658.041 Ab161si**
- Berry, Timothy. **3 weeks to startup: a high-speed guide to starting a business.** Irvine, CA: Entrepreneur Press. **658.11 B534th**
- Gottry, Steven. **Common sense business: starting, operating, and growing your small**

- **business--in any economy.** New York: Harper Business. **658.022 G686c**
- Kamoroff, Bernard. **Small time operator.** Laytonville and Willits, Calif: Bell Springs Pub. **658.022 K15s**
- Kennedy, Joe. **The small business owner's manual: everything you need to know to start up and run your business.** Franklin Lakes, NJ: Career Press. **658.022 K35s**
- Kirk, Randy. **Running a 21st-century small business: the owner's guide to starting and growing your company.** New York: Warner Books. **658.022 K59r**
- McGuckin, Francis. **Business for beginners: from research and business plans to money, marketing and the law.** Naperville, IL: Sourcebooks. **658.11 M148b**
- Pakroo, Peri. **The small business start-up kit.** Berkeley, CA: Nolo. **346.730652 P512sm**
- **Start, run & grow a successful small business.** Riverwoods, IL: Toolkit Media Group/Wolters Kluwer. **658.022 St796**
- Strauss, Steven D. **The small business bible: everything you need to know to succeed in your small business.** Hoboken, NJ: Wiley. **658.022 St912sm**
- Turner, Marcia. **The unofficial guide to starting a small business.** Hoboken, NJ: Wiley. **658.1141 T949u**
- Root, Hal. **The small business start-up guide: a surefire blueprint to successfully launch your own business.** Naperville, IL: Sourcebooks, Inc. **658.11 R782sm**
- Warner, Ralph E. **Save your small business: 10 crucial strategies to survive hard times or close down & move on.** Berkeley, CA: Nolo. **658.4012 W283sa**

Internet Resources

- U.S. Small Business Administration (or SBA)
http://www.sba.gov/starting_business/index.html
The SBA was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns. The SBA site includes a Small Business Planner which provides information and resources that will help you at any stage of the business life cycle.
- CCH's Business Owner's Toolkit
<http://www.toolkit.cch.com/>
Sponsored by Commerce Clearing House, this site provides guidance and discussion on many aspects of starting and running a small business.
- Small Business Development Center at the Summit Medina Business Alliance
<http://www.akronsbdc.org>
The Ohio Small Business Development Center at the Summit Medina Business Alliance offers a broad range of consulting services for small businesses in Summit and Medina Counties. The staff consists of experienced and certified consultants and professional volunteers that offer assistance for a broad range of business activities. This site provides access to their resources and discusses many aspects of starting a small business.
- Entrepreneur.com
<http://www.entrepreneur.com/bizstartups/index.html>
An assortment of discussions about starting up a business from Entrepreneur magazine.
- SCORE.org
Starting Your Business
http://www.score.org/starting_your_business.html
SCORE's national website discusses many topics related to starting a business.
- The Startup Journal: The Wall Street Journal's Center for Entrepreneurs
<http://www.startupjournal.com>
Sponsored by the Wall Street Journal, this site contains many articles about a wide variety of issues related to starting and operating a small business.

[Go Back to Table of Contents](#)

Business Ideas:

You may have decided to start a business, but need ideas for what kind of business to start. Or you may have an idea for your business, but don't know if it is a good one. This section provides a list of books and internet resources that can help you think of a business idea or determine if your idea will work.

Library Resources

- Abrams, Rhonda. **What business should I start?: 7 steps to discovering the ideal business for you.** Palo Alto, CA: The Planning Shop. **658.041 Ab161w**
- Furman, Elina. **Generation Inc.: The 100 best businesses for young entrepreneurs.** New York: Berkely Books. **658.041 F986ge**
- Jones, Katina. **The 200 best home businesses: easy to start, fun to run, highly profitable.** Avon, MA: Adams Media. **658.041 J77tw**
- Kurtzman, Joel. **Startups that work: the 10 critical factors that will make or break a new company.** New York: Portfolio. **658.11 K96s**
- Murray, David Kord. **Borrowing brilliance: the six steps to business innovation by building on the ideas of others.** New York: Gotham Books. **658.4063 M981bo**
- Ramsay, Gregg. **The 100 best businesses for the 21st century.** Grafton, New Hampshire: W. Hill Pub. **658.11 R 1780**

Internet Resources

- Entrepreneur: Startup Kits
<http://www.entrepreneur.com/toolkit>
Entrepreneur magazine has an assortment of start-up guides for a variety of businesses. One caution: there are lots of advertisements on this site.
- My Small Biz
<http://www.mysmallbiz.com/>
Features hundreds of small business ideas with brief and basic "guides" of what to expect, how to get started, expenses, etc. Overall the ideas are very basic but this could be a helpful starting place.

Funding Your Business:

The majority of new businesses are initially financed with the entrepreneur's own resources, such as personal savings, credit cards and informal loans from family members and friends. Eventually, it may be necessary to obtain additional funding either to continue to expand your business or to replace equipment. The [CCH Business Owner's Toolkit](#) presents a nice overview of the funding process and how it works. This section discusses the sources of funding.

Despite the claims of many television infomercials, government agencies do not provide free money to start a for-profit venture. Most often, what the infomercials call "free money" is a loan at a discounted rate. The difference between what the interest on such a loan would be and the lower rate available through the agency is the "free" part of the money. While this can amount to thousands of dollars in interest savings for the entrepreneur, it is not the envelope of cash the late night talkers would have you believe. There are sources of funding available for some new businesses, including the low interest rate government loans, specialized grants for highly technological research, free mentoring resources, or incentives to locate a business in certain municipalities or regions. In addition venture capitalists and angel investors may offer financial support of your business in exchange for a share in the yet-to-be realized profits.

This section will provide leads for connecting with these various funding sources, plus the legendary "government grants."

Library Resources

- **Catalog of federal domestic assistance.** Washington, D.C.: The Office of Management and Budget, annual. *Desk-Reference - ask at Business & Government desk.* Also available on the web at <http://www.cfda.gov>. This is the list of all federal "government grants."
- Burk, James E. **Financing your small business.** Naperville, IL: Sphinx Publishing. **658.1522 B959f**
- Goldstein, Arnold S. **Starting on a shoestring: building a business without a bankroll.** Hoboken, New Jersey: John Wiley and Sons. **658.1141 G624s**
- Green, Charles H. **The SBA Loan Book.** Avon, MA: Adams Media Corporation. **658.1522 G795s**
- Norman, Jan. **What no one ever tells you about financing your own business: real-life financing advice from 101 successful entrepreneurs.** Chicago, IL: Dearborn Trade Pub. **658.1522 N842wf**
- **Pratt's guide to Private Equity Sources.** Newark, NJ: Thompson Venture Economics. (formerly Pratt's Guide to Venture Capital Sources) *Desk-Reference - ask at the Business & Government Desk.* **332.66 P889m**
- Preston, Susan L. **Angel financing for entrepreneurs: early stage funding for long-term success.** San Francisco: Jossey-Bass. **658.1522 P941an**
- Timmons, Jeffrey A. **How to raise capital: techniques and strategies for financing and valuing your small business.** New York: McGraw-Hill. **658.1592 T548t**
- Weltman, Barbara. **The rational guide to building small business credit.** Rollinsford, NH: Rational Press. **658.1526 W464ra**

Internet Resources

- Small Business Grants and Loans
<http://ascpl.lib.oh.us/internetresources/bg/grants.html>
A collection of governmental and private sources for funding your small business compiled by librarians at the Akron (Ohio)-Summit County Public Library.
- CCH Business Owner's Toolkit
Provides advice on acquiring financing for your business at
http://www.toolkit.cch.com/text/P10_0500.asp
- Jumpstart, Inc.
<http://www.jumpstartinc.org/>
216-363-3400
Jumpstart funds a very select group of start-up businesses via a rigorous screening process.
- National Venture Capital Association
<http://www.nvca.org/members.html>
Phone: 703-524-2549
List of member companies and links to those with web sites for businesspeople seeking financing.
- Ohio Department of Development
Economic Development Division
<http://www.odod.state.oh.us/EconomicDevelopment.htm>
1-800-848-1300
The Economic Development Division provides information and support on financial assistance (primarily loans and tax incentives), job creation and retention, and infrastructure development. Also on this site is a link to EDD approved projects on a monthly basis.
- Ohio Venture Association

<http://www.ohioventure.org/links.html>

1120 Chester Avenue
Cleveland, Ohio 44114
(216) 566-8884

The Ohio Venture Association is a group of northeast Ohio business people dedicated to the interchange of ideas on entrepreneurship, new ventures and venture capital.

- SCORE.org
Starting Your Business
http://www.score.org/financing_your_business.html
SCORE's national website discusses many topics related to financing a business.
- U.S. Small Business Administration
<http://www.sba.gov/smallbusinessplanner/start/financestartup/index.html>
The Small Business Administration discusses many aspects of financing your business start-up, including general concepts such as how to estimate your start-up costs, performing break-even analysis, the basics of borrowing, and credit scores. It also discusses and provides links to the many different sources of funding that are available to small businesses, including the SBA's own programs.

[Go Back to Table of Contents](#)

Writing a Business Plan:

Your business plan is essentially the resume for your enterprise; it identifies your goals and outlines how you will achieve them. It is a necessary document for receiving any funding to begin your business. Before writing a business plan you need to research the market for your business and also to explore what kind of financing you will need. Most business plans include a cash flow analysis, a balance sheet and an income statement. The library has many sources to help you research the market for your business as well as books on how to write a business plan.

Library Resources

- Bangs, David H. **Business plans made easy.** Irvine, Calif.: Entrepreneur Press. **658.4012 B216b**
- Balanko-Dickson, Greg. **Tips and traps for writing an effective business plan.** New York: McGraw-Hill. **658.4012 B171ti**
- Berry, Timothy. **The plan-as-you-go business plan.** Irvine, CA: Entrepreneur Press. **658.401 B534p**
- **Business plans handbook:** a compilation of actual business plans developed by small businesses throughout North America. Detroit, MI: Gale Research. **658.4012 B979**
- **Business plans that work: for your small business.** Riverwoods, IL: Toolkit Media Group **658.4012 B979B**
- Covello, Joseph A. **Your first business plan.** Napierville, IL: Sourcebooks. **658.4012 C873y**
- Fullen, Sharon. **How to write a great business plan for your small business in 60 minutes or less.** Ocala, FL: Atlantic Publishing Group. **658.1141 F965ho**
- Lasher, William. **The perfect business plan made simple.** New York: Broadway Books. **658.4012 L343pe**
- McKeever, Mike P. **How to write a business plan.** Berkeley, CA: Nolo. **658.1522 M154h**
- Pinson, Linda. **Anatomy of a business plan: the step-by-step guide to building your business and securing your company's future.** Tustin, CA: Out of Your Mind...and Into the Marketplace. **658.4012 P658a**

Internet Resources

- Bplans
<http://www.bplans.com/>
Contains articles and sample plans, including what the site producers claim to be the largest collection of free business plans on the web
- Business Resources Software
<http://www.businessplans.org/mootcorp.html>
Presents the winners of the Moot Corp. competition, an event sponsored by the University of Texas at Austin that simulates entrepreneurs asking investors for funding. MBAs from the best business schools in the world present their business plans to panels of investors. The investors then choose the best new venture.
- CCH Business Owner's Toolkit
http://www.toolkit.cch.com/text/P02_0001.asp.
CCH provides advice on many aspects of a business plan, including why to write one, how to actually write the plan, and what to do with the plan once you have written it.
- The CCH site also provides sample business plans for both a manufacturing business and a service business at http://www.toolkit.cch.com/tools/buspln_m.asp. They are not intended for use as a template, or to cut and paste your own figures into, but rather to give the entrepreneur who is new to writing business plans a format for how to provide information in the best possible manner.
- Plan Writer by Scotiabank
http://cgi.scotiabank.com/planwriter/scotia_sb.html
Online program that offers a step by step guide to writing your own business plan. Once completed, the plan can be saved to your computer or removable storage.
- U.S. Small Business Administration
<http://www.sba.gov/smallbusinessplanner/plan/writeabusinessplan/index.html>
The SBA website provides guidance on writing a business plan; it including strategy considerations, detailed step-by-step procedures, and sample business plans.

[Go Back to Table of Contents](#)

Market / Industry Research:

Library Resources

- Boettcher, Jennifer C. and Leonard M. Gaimes. **Industry research using the economic census**. Westport, CT: Greenwood Press. **338.0973 B673**.
- **Community sourcebook of county demographics**. Arlington, VA: C.A.C.I. *Desk Reference* **304.6 So724c**
- **Community sourcebook of ZIP code demographics**. Arlington, VA: ESRI. *Desk Reference* **304.6097 So84**
- **MPA. Market profile analysis**. Murray Hill, N.J: Dun & Bradstreet Corp. *Desk Reference* **658.83 M1ak**
- **Industry norms & key business ratios**. New York, N.Y.: Dun & Bradstreet Credit Services, *Desk Reference* **338.5 In2**
- **Risk Management Association: statement studies**. Philadelphia: Risk Management Association, *Desk Reference* **338.43 R54s**
- **Standard & Poor's industry surveys**. New York: Standard & Poor's, 1996-. *Index table - ask at Business & Government Desk*
- Stephenson, James. **The ultimate small business marketing guide**. Irvine, CA: Entrepreneur. **658.8 St836u**

Internet Resources

- ASCPL Research Databases
<http://www.ascpl.lib.oh.us/databases>
Search for magazine and newspaper articles related to your targeted demographic group, a specific company, or a specific industry. You'll need an Akron-Summit County Public Library card to access these sites outside of a Library building.
- CCH Business Owner's Toolkit
http://www.toolkit.cch.com/text/P03_3000.asp.
CCH provides advice on conducting market research for small businesses.
- U.S. Census Bureau
<http://www.census.gov/>
The primary source for the vast majority of demographic information. Select "American FactFinder" for demographic information about a specific geographic area.
- The Right Site
<http://www.easidemographics.com/>
Free demographic reports based on the 2000 Census, with the option of paying for updated reports.
- Industry Data Finder
<http://www.ewp.rpi.edu/hartford/library/industry/industry.htm>
Produced by the Cole Library in Hartford, Connecticut, this guide to a variety of industries includes links to industry-specific sources available to all such as trade journals and associations, sources of industry-specific current news and events, government regulating agencies, and major companies, as well as sources available only to members of the Cole Library community, some of which are also be a available via ASCPL.
- Industry Research Desk, Industry Portals
<http://www.virtualpet.com/industry/mfg/mfg.htm>
Lists, by industry, a variety of resources such as trade groups and journals. Also has a good tutorial called "How to learn about an industry or specific company."

[Go Back to Table of Contents](#)

Deciding on Your Legal Form of Business:

In Ohio, there are several different forms of business organization from which you can choose. For example, some basic forms of organization are the sole proprietorship, partnership, corporation, and limited liability company. The form you choose can affect many aspects of your business such as the taxes you pay, your legal liability, and owner succession. Choosing which form of organization is right for you can be complicated and depends on many factors. This section provides a list of resources to help you understand the different types of business organization and select the proper model for your situation. But before you make any final decisions, you should consider reviewing your situation with an attorney or a financial advisor.

Library Resources

- Cagan, Michele. **Streetwise incorporating your business: from legal issues to tax concerns, all you need to establish and protect your business.** Avon, MA: Adams Media. **346.7306 C131s**
- Jasper, Margaret C. **How to form a limited liability company.** New York: Oceana. **346.730668 J39h**
- Mancuso, Anthony. **Incorporate your business.** Berkeley, CA: Nolo. **346.7306 M269in**
- Mancuso, Anthony. **LLC or corporation?: how to choose the right form for your business.** Berkeley, CA: Nolo. **346.7306 M269L**
- Sitarz, Dan. **Partnership: a small business start-up kit.** Carbondale, IL: Nova Pub. Co.

Internet Resources

- U.S. Small Business Administration
<http://www.sba.gov/smallbusinessplanner/start/choosestructure/index.html>
The SBA website provides guidance on choosing a business structure. It provides a general description of the different forms of business ownership, as well as the pros and cons of the different formats. It also discusses some special ownership structures.
- Internal Revenue Service
<http://www.irs.gov/businesses/small/article/0,,id=98359,00.html>
The IRS website discusses the different business structures from a tax perspective. For each business format, it includes guidance on which tax forms must be filed for the different types of federal tax such as income taxes, self-employment taxes, estimated taxes, employment taxes, and excise taxes.
- Entrepreneur.com
<http://www.entrepreneur.com/startupbasics/businessstructure/archive166108.html>
Entrepreneur.com is the on-line site for Entrepreneur magazine. This page is an archive of articles related to choosing the right business structure.
- Ohio Secretary of State
<http://www.sos.state.oh.us/sos/businessServices.aspx> (updated link)
Depending on which legal business form you choose, you may need to register with the State of Ohio. This is done through the Ohio Secretary of State. This site contains more information about registering business entities.

[Go Back to Table of Contents](#)

Patents, Trademarks, and Copyrights:

Depending on what kind of business you start, you may need to protect your ideas. Any innovations or new product ideas you develop are valuable assets and need to be protected so that your legal rights are not infringed upon. This section contains a list of library resources and links to internet resources that discuss these issues.

Library Resources

- Cole, Matthew Lance. **The complete guide to patents, copyrights, and trademarks: what you need to know explained simply.** Ocala, FL: Atlantic Pub. Group. **346.73048 C689co**
- Elias, Stephen. **Patent, copyright, and trademark.** Berkeley, CA: Nolo. **346.73048**
- Gilbert, Jill. **The entrepreneur's guide to patents, copyrights, trademarks, trade secrets & licensing.** New York: Berkely Books. **346.73048 G465en**
- Lechter, Michael A. **Protecting your #1 asset: creating fortunes from your ideas: an intellectual property handbook.** New York: Warner Books. **346.73048 L459p**
- Stim, Richard. **Patent, copyright, & trademark.** Berkeley, CA: Nolo. **PATENT 346.73048 St858p**

Internet Resources

- ASCPL Patent, Copyright, and Trademark Website
<http://www.akronlibrary.org/internetresources/st/patent.html>

List of the Internet Resources compiled by the Science and Technology Librarians at the

Akron Summit County Public Library. It includes the United States Patent Office and the United States Copyright Office, as well as a few other useful sites.

- U.S. Patents and Trademarks: Patents Guidance, Tools, and Manuals
<http://www.uspto.gov/web/patents/guides.htm>
Forms, guides, guidelines, and links relating to patents provided by the United States government. Information can be very technical but also authoritative.
- U.S. Small Business Administration
<http://sba.gov/smallbusinessplanner/start/protectyourideas/index.html>
The SBA website provides guidance on protecting your intellectual property rights. It discusses many aspects of intellectual property; including how to identify unique features of your products, answers to commonly asked questions about intellectual property, and advice on how to protect your intellectual property.

[Go Back to Table of Contents](#)

Laws, Licensing and Regulations:

There are a number of legal questions that can arise when starting your own business. Often an attorney will need to be consulted. However the library does have a number of basic legal sources, such as the [Ohio Revised Code](#), the [United States Code](#) and the [Akron Code of Ordinances](#). These can be used to answer simple legal questions and provide some basic sample legal and business forms.

General Business Laws and Regulations:

Library Resources

- Duboff, Leonard D. **The law (in plain English) for small business**. Naperville, IL: Sphinx Pub. **346.730652 D815L**
- **How to start a business in Ohio**. [United States]: Entrepreneur Media. **658.1109 H847st**
- Sautter, M. G. **Employment in Ohio**. St. Paul, Minn: LexisNexis Matthew Bender. *Desk Reference* **344.77101 Sa261e**
- Steingold, Fred. **The employer's legal handbook**. Berkeley, Calif: Nolo. **344.7301 St822e**
- Steingold, Fred. **Legal guide for starting & running a small business**. Berkeley, Calif: Nolo. **346.730652 St822Le**

Akron-Summit County Public Library subscribes to various Ohio legal forms available through Thomson Gale. These forms are accessible through the library's website under "Legal Forms" on the "[Research Databases](#)."

Internet Resources

- Akron Bar Association
7 W. Bowery St., Suite 1100
Akron, Ohio 44308
330-253-5007
<http://akronbar.org/>
A professional association for attorneys in Summit, Portage, and Wayne counties, the website features a searchable members' directory to locate an attorney by name or area of practice. Also operates a Lawyer Referral Service at 330-253-5038, which will put you in touch with a pre-screened attorney with specialization in an area of the law, who will then provide a deeply discounted one-half hour consultation.

- Business.gov
<http://www.business.gov/business-law/index.html>
Provides links to legal and regulatory information for small businesses. Topics covered range from hiring a lawyer to general start up questions such as which type of business organization is best for an individual business to specifics on environmental regulation of hazardous waste spills or handling a lawsuit.
- U.S. Department of Labor
<http://www.dol.gov/dol/audience/aud-employers.htm>
Shortcuts to Federal employment laws and the services that the DOL provides employers.
- U.S. Environmental Protection Agency
<http://www.epa.gov/sbo/>
The Small Business Ombudsman program provides small businesses with help in complying with environmental regulations.

Licensing and Corporate Filing:

There is a lot of paperwork involved in starting a new business. The following resources can help lead you through the maze of corporate regulations.

Library Resources

- Sitarz, Daniel. **Small business legal forms simplified**. Carbondale, IL: Nova Publishing Co. **346.730652 Si632c**
- Steingold, Fred. **Legal forms for starting & running a small business**. Berkeley, Calif: Nolo. **346.730652 St822L**
- Stim, Richard. **Profit from your idea: how to make smart licensing decision**. Berkely, CA: Nolo. **346.730486 St858pr**

Internet Resources

- The Fitzgerald Institute at the University of Akron
<http://www3.uakron.edu/cba/fitzgerald/startbusiness/startbusiness.htm>
A handy listing of the various government agencies and their phone numbers which the Akron-area entrepreneur will need to contact, including where to get a vendor's license, Tax ID and EIN (Employer Identification Number).
- U.S. Small Business Administration
<http://sba.gov/smallbusinessplanner/start/getlicensesandpermits/index.html>
The SBA website provides guidance on the many local, state, and federal license and permit that are required for small business start-ups.
- The Ohio Department of Development's 1st Stop Business Connection
<http://www.odod.state.oh.us/onestop/>
Provides free state-level information for entrepreneurs.
- The Ohio Secretary of State's Business Services Division
<http://www.sos.state.oh.us/sos/upload/business/filingformsfeeschedule.aspx?page=251>
Forms to file articles of incorporation can be found here.
- The City of Akron
<http://www.ci.akron.oh.us/ed/index.htm>
Information on starting a business in Akron. It includes links to information on taxes and licensing.

[Go Back to Table of Contents](#)

Running the Business

Taxes:

Calculating the many types of taxes for your small business can be an overwhelming task. This section lists a number of books and web sites which can help to lead you through this maze. You may also need to consult a Certified Public Accountant.

Library Resources

- **CCH Federal tax guide.** Chicago, IL: CCH, Incorporated. *Services Table -- Ask at the Business & Government Desk*
- Fishman, Stephen. **Deduct it!: lower your small business taxes.** Berkeley, CA: Nolo. **343.7305 F537d**
- **J.K. Lasser's small business taxes.** Hoboken, NJ: John Wiley & Sons. **343.7306 J61sb**
- Kamoroff, Bernard. **Small time operator.** Laytonville and Willits, Calif: Bell Springs Pub. **658.022 K15s**
- Nwanna, Gladson I. **A simplified guide to small business tax deductions.** Baltimore, MD: Frontline Publishers. **343.7305 N992si**
- Parker, James O. **Tax smarts for small business.** Naperville, IL: Sphinx Publishing. **343.730526 P241ts**
- Rosenberg, Eva. **Small business taxes made easy: how to increase your deductions, reduce what you owe, and boost your profits.** New York: McGraw Hill. **343.730526 R813s**
- Stern, W. Rod. **Tax planning for business.** Irvine, CA: Entrepreneur Media. **343.73068 St8396t**

Internet Resources

- Internal Revenue Service (IRS)
Small Business and Self-Employed One Stop Resource
<http://www.irs.gov/businesses/small/index.html>
Provides current information about taxes for small businesses, including links to a variety of IRS forms and publications, as well as to discussions of various tax topics relevant to small businesses.
Another useful page on the IRS website provides access to [tax guides for specific industries.](#)
Or if you would like to search the IRS site and download a specific form or publication, you can do so at <http://www.irs.gov/formspubs/index.html?portlet=3>
- Akron Income Tax Division
<http://www.ci.akron.oh.us/1040/index.htm>
Provides links to city of Akron tax rules and regulations, tax forms, and information on filing Akron taxes online.
- Ohio Department of Taxation
<http://tax.ohio.gov/channels/other/business.stm>
Provides links to Ohio business tax regulations and forms.
- Ohio Society of Certified Public Accountants (CPAs)
CPA Referral Service
<http://www.ohioscpa.com/Content/43127.aspx>
The Ohio Society of CPAs website can assist you in finding a CPA who specializes in the kind of accounting you need and practices in a location convenient to you or your business.

[Go Back to Table of Contents](#)

Managing Your Business:

Library Resources

- Davis, Martin E. **Managing a small business made easy**. Irvine, CA: Entrepreneur Press. **658.022 D263m**
- Fleischer, Charles H. **HR for small business: from hiring to firing and everything in between**. Naperville, IL: Sphinx. **658.3 F596h**
- Gase, Timothy. **The small business savings plan: 101 tactics for controlling costs and boosting the bottom line**. New York: Kaplan Pub. **658.1592 G247s**
- Gegax, Tom. **The big book of small business: you don't have to run your business by the seat of your pants**. New York: Collins. **658.022 G299b**
- Gensing-Poppha, Lin. **Employee management for small business**. North Vancouver, BC: International Self-Counsel Press. **658.303 G827em**
- Kennedy, Joe. **The small business owner's manual: everything you need to know to start up and run your business**. Franklin Lakes, NJ: Career Press. **658.022 K35s**
- King, Ruth. **The ugly truth about small business: 50 never-saw-it-coming things that can go wrong-- and what you can do about it**. Naperville, IL: Sourcebooks. **658.022 K54u**
- Kirk, Randy. **Running a 21st-century small business: the owner's guide to starting and growing your company**. New York: Warner Books. **658.022 K59r**
- O'Berry, Denise. **Small business cash flow: strategies for making your business a financial success**. Hoboken, NJ: John Wiley and Sons. **658.1524 Ob12sm**
- Pinson, Linda. **Keeping the books: basic recordkeeping and accounting for the successful small business**. Chicago, IL: Dearborn Trade Pub. **657.2 P658k**
- Stewart, Martha. **The Martha rules: 10 essentials for achieving success as you start, build, or manage a business**. Rodale. **658.11 St851ma**

Internet Resources

- U.S. Small Business Administration - SBA
<http://sba.gov/smallbusinessplanner/manage/index.html>
The SBA website links you to information about several aspects of managing your business. It includes guidance on leadership traits, decision-making skills, how to manage your employees, setting prices, marketing and advertising, and forecasting for future growth.
- CCH Business Owner's Toolkit
Managing Your Business Finances
http://www.toolkit.cch.com/text/P06_0100.asp
Business Owner's Toolkit Finances section provides guidance on several aspects of managing your business finances, including bookkeeping, credit and collections, cash flow, and purchasing.
- The People Who Work for You
http://www.toolkit.cch.com/text/P05_0000.asp
Business Owner's Toolkit Management section provides guidance on managing your employees; including recruiting and hiring, paying your employees, benefits, employment rules, motivating your employees, and disciplining and terminating employees.
- SCORE.org
Managing Your Business
http://www.score.org/managing_your_business.html

SCORE's national website discusses many topics related to managing your company.

[Go Back to Table of Contents](#)

Marketing Your Business

Library Resources

- Antion, Tom. **The ultimate guide to electronic marketing for small business: low-cost/high return tools and techniques that really work.** New York: John Wiley and Sons. **658.872 An632u**
- Diamond, Stephanie. **Web marketing for small businesses: 7 steps to explosive business growth.** Naperville, IL: Sourcebooks, Inc. **658.872 D537we**
- Fox, Scott. **E-riches 2.0: next-generation marketing strategies for making millions online.** New York: American Management Association. **658.872 F794er**
- Gordon, Kim T. **Maximum marketing, minimum dollars: the top 50 ways to grow your small business.** Chicago, IL: Kaplan Publishing. **658.8 G663ma**
- Huff, Priscilla Y. **Make your business survive and thrive: 100+ proven marketing methods to help you beat the odds and build a successful small or home-based enterprise.** Hoboken, NJ: Wiley. **658.8 H899ma**
- Jantsch, John. **Duct tape marketing: the world's most practical small business marketing guide.** Nashville: Nelson Business. **658.8 J35du**
- O'Leary, Steve. **Building buzz to beat the big boys: word-of-mouth marketing for small business.** Westport, CT: Praeger Publishers. **658.872 OL45b**
- Stephenson, James. **The ultimate small business marketing guide: 1500 great marketing tricks that will drive your business through the roof.** Irvine, CA: Entrepreneur. **658.8 St836u**

Internet Resources

- Marketing Your Product
http://www.toolkit.cch.com/text/P03_0101.asp
Business Owner's Toolkit Marketing section provides guidance on marketing your product; including analyzing the market, market research, developing your product, packaging and pricing, distribution, and promotion and advertising.

[Go Back to Table of Contents](#)

Buying a Business

Rather than starting a business from scratch, you may be interested in buying a business that is already in operation. This section provides a list of books and links to internet sites that discuss how to buy an existing business. It also provides links to internet sites that list businesses that are currently for sale.

Library Resources

- Balanko-Dickson, Greg. **Tips and traps when buying a business.** New York: McGraw-Hill. **658.16 B171t**
- Nottonson, Ira N. **Buying and selling a business.** Irvine, CA: Entrepreneur Press. **658.164**

N923b

- Simmons, Chad. **Business valuation bluebook: how successful entrepreneurs price, buy, sell and trade businesses.** Tempe, AZ: Facts on Demand Press. **658.16 Si592b**
- Steingold, Fred. **The complete guide to buying a business.** Berkeley, CA: Nolo. **346.73065 St822cb**
- Sutton, Garrett. **How to buy & sell a business: how you can win in the business quadrant.** New York: Warner Business Books. **658.16 Su967h**
- Tuller, Lawrence W. **The small business valuation book.** Avon, Mass.: Adams Business. **658.15 T918s**

Internet Resources

- BizBuySell.com
<http://www.bizbuysell.com>
BizBuySell is sponsored by the Wall Street Journal and is one of the largest sites listing businesses that are currently available for sale. The listings can be searched by location, price, and date of posting. It also provides a listing of business brokers across the United States, as well as discussions about how to buy or sell a business.
- Business Broker
<http://www.businessbroker.net/>
Claims to have 30,000 businesses for sale listings. The listings can be searched by industry, location, price, keyword, and other advanced search options. Individual business descriptions provide general overview, business assets, market competition, reason for selling, and a variety of additional details.
- CCH Business Owner's Toolkit
http://www.toolkit.cch.com/Text/P01_0820.asp
The Business Owner's Toolkit buying a business section discusses topics such as why to buy a business, locating a good business to buy, researching the business, and deciding whether or not to buy.
- U.S. Small Business Administration (SBA)
<http://sba.gov/smallbusinessplanner/start/buyabusiness/index.html>
Franchise information from the SBA including discussions on choosing a business, performing research, determining the value of the business, the sales agreement, due diligence, and closing on the deal.

[Go Back to Table of Contents](#)

Franchises

Starting a new business can be very risky. Because of this risk and work involved in starting a new business, many new entrepreneurs choose franchising as an alternative to starting a business from scratch. If you are concerned about the risk involved in starting a new business, then franchising may be for you. This section provides a list of books and links to internet sites that discuss franchising.

Library Resources

- Bennet, Julie. **Franchise times guide to selecting, buying, & owning a franchise.** New York: Sterling Pub. **658.8708 B471f**
- **The franchise handbook: a complete guide to all aspects of buying, selling or investing in a franchise.** Ocala, FL: Atlantic Publishing Group. **658.8708 F816ha**
- **Franchising 101: the complete guide to evaluating, buying and growing your**

- **franchise business.** Chicago, IL: Upstart Publishing. **658.8708 F816**
- Kestenbaum, Harold. **So you want to franchise your business.** Irvine, CA: Entrepreneur Press. **658.8708 K42so**
- Lesonsky, Rieva. **Entrepreneur magazine's ultimate book of franchises: from the franchise experts at Entrepreneur magazine.** Irvine, CA: Entrepreneur Press. **658.8708 L637e**
- Rich, Jason. **The unofficial guide to opening a franchise.** Hoboken, NJ: Wiley. **658.8708 R498un**

Internet Resources

- CCH Business Owner's Toolkit
http://www.toolkit.cch.com/Text/P01_0900.asp
The Business Owner's Toolkit buying a franchise section discusses topics such as why to buy a franchise, finding a franchise, investigating the franchise, and deciding whether or not to buy.
- U.S. Small Business Administration (SBA)
<http://sba.gov/smallbusinessplanner/start/buyfranchise/index.html>
"Buy a Franchise" from the SBA includes a franchise overview, a consumer guide to franchises, franchising strategy, and a guides and instructions for buying a franchise.
- Entrepreneur.com - The Franchise Zone
<http://www.entrepreneur.com/franzone/>
Franchise information from Entrepreneur.com; including how to buy a franchise, articles about franchises, and lists of available franchises according to different criteria such as business category, fastest growing, and newest franchises.
- FranchiseGator.com
<http://franchisegator.com/>
FranchiseGator allows you to search franchise opportunities. It also has numerous discussions about the many aspects of starting a franchise.
- The International Franchise Commission
<http://franchise.org/>
The International Franchise Association is a membership organization of franchisors, franchisees, and suppliers. The website is dedicated to providing franchise information.
- The U.S. Federal Trade Commission.
Franchise and Business Opportunities Rule
<http://www.ftc.gov/bcp/menu-fran.htm>
The U.S. Federal Trade Commission regulates franchise offerings. This page on their website contains laws and regulations, as well as other useful information that you need to know before buying a franchise. Make sure you understand your rights as you deal with franchisors.

[Go Back to Table of Contents](#)

Minority / Women Owned Businesses

Although the business resources listed throughout this guide are applicable to all persons, there are some additional books and internet sites which are devoted to minority and women owned businesses.

Library Resources

- Baskin, Elizabeth Cogswell. **How to run your business like a girl: successful strategies**

from entrepreneurial women who made it happen. Avon, MA: Adams Media. **658.022 B315h**

- Abarbanel, Karin. **Birthing the elephant: the woman's go-for-it! Guide to overcoming the big challenges of launching a business.** Berkeley, CA: Ten Speed Press. **658.1108 Ab118b**
- Boudreaux, Bill. **The complete startup guide for the Black entrepreneur.** Franklin Lakes, NJ: Career Press. **658.1108 B756c**
- Cantando, Mary. **The woman's advantage: 20 women entrepreneurs show you what it takes to grow your business.** Chicago, IL: Kaplan. **658.421 C229w**
- Holmes, Ann M. **There's a business in every woman: a 7-step guide to discovering, starting, and building the business of your dreams.** New York: Ballantine Books. **658.1108 H749th**
- **National minority and women-owned business directory.** Minneapolis, MN: Diversity Information Resources. **331.6 N277mw**
- Shepard, Molly Dickinson. **Stop whining & start winning: 8 surefire ways for women to thrive in business.** New York: Plumes. **658.1082 Sh547st**
- Wilmerding, Ginny. **Smart women and small business: how to make the leap from corporate careers to the right small enterprise.** Hoboken, NJ: John Wiley & Sons. **658.1108 W743s**

Internet Resources

- Minority Business Development Agency (MBDA)
http://www.mbda.gov/?section_id=5
The MBDA is part of the U.S. Department of Commerce and was created specifically to foster the establishment and growth of minority-owned businesses in America. This website provides directions to regional offices, information on many aspects of starting and running a business, access to minority contracting opportunities, access to business tools, advice on writing a business plan, and more.
- U.S. Small Business Administration
Office of Women's Business Ownership
<http://www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html>
The mission of the SBA's Online Women's Business Center is to assist women achieve their dreams and improve their communities by helping them start and run successful businesses; regardless of social or financial disadvantage, race, ethnicity or business background.
- SBA's Office of Advocacy
<http://www.sba.gov/advo/research/minority.html>
Provides access to SBA research reports about women and minorities in business.
- Ohio Department of Development, Division of Minority Business Affairs
<http://www.odod.state.oh.us/DMBA/>
This division of the Ohio Department of Development is geared toward assisting in the growth of minority businesses in Ohio.
- Women's Business Enterprise National Council (WBENC)
<http://www.wbenc.org/>
The WBENC was founded in 1997 and is the nation's leading advocate of women-owned businesses as suppliers to America's corporations. It also is the largest third-party certifier of businesses owned and operated by women in the United States. It is dedicated to expanding opportunities and eliminating barriers in the marketplace for women business owners.

[Go Back to Table of Contents](#)

Local Organizations / Sources of Assistance

Starting a business can be very challenging and scary, but there are many local organizations dedicated to helping you. The following is a list of Akron-area organizations that provide free or low-cost services to entrepreneurs. They are a great resource for additional information or to help you understand and utilize the resources available at the library or on the internet.

- Akron Business and Trade Organizations
<http://ascpl.lib.oh.us/internetresources/bg/akrontradeorg.html>
Online directory of Akron-area professional and business organizations for beginning to develop your network.
- Akron Industrial Incubator
58 W. Center Street
Akron, Ohio
330-375-2173
www.ci.akron.oh.us/aii/
Established in 1983, the Akron Industrial Incubator is a cooperative partnership formed by The City of Akron, The University of Akron, The Akron Development Corporation and the State of Ohio to assist small businesses. The Incubator offers 146,000 sq. ft. of improved rental space and lab facilities in a secured building with 24 hour, 7-day-a-week accessibility. Joint secretarial services, financial and business planning, and other assistance are included in the reduced rent. To join the Akron Industrial Incubator program, entrepreneurs must have a business with a commercially focused product, service, or technology, and must meet other criteria.
- The Fitzgerald Institute for Entrepreneurial Studies at the University of Akron
<http://www3.uakron.edu/cba/fitzgerald/startbusiness/startbusiness.htm>
The vision of the Fitzgerald Institute for Entrepreneurial Studies is to promote entrepreneurship throughout the university, community, region, U.S. and the world through the dissemination of practical “experiential” and theoretical knowledge, which will benefit society as a whole.
- Jumpstart, Inc.
737 Bolivar Road
Suite 3000
Cleveland, OH 44115
216-363-3400
<http://www.jumpstartinc.org/>
Jumpstart is a nonprofit venture development group which works with early-stage ideas and companies which have growth potential. Funds a very select group of start-up businesses via a rigorous screening process.
- NEO 411
50 Public Square, Suite 200
Cleveland, Ohio
216-696-1292
1-800-505-4811
<http://www.neo411.biz/>
Seeks to be a conduit between the entrepreneur community and assistance providers. There is a Resource Guide on the website and they will provide telephone assistance.
- Nortech, the Northeast Ohio Technology Coalition
737 Bolivar Road
Suite 3000
Cleveland, OH 44115
216-736-3100
<http://www.nortech.org>
Nortech is a regional coalition of technology leaders founded in 1999 to promote

entrepreneurship and business expansions in high technology industries. Their website offers a resource guide and more.

- Small Business Development Center at the Summit Medina Business Alliance
330-375-2111
<http://www.akronsbdc.org>
Provides high quality, customer-driven business counseling, education and information.
- SCORE: Service Corps of Retired Executives, Chapter #81
One Cascade Plaza, 18th Floor
Akron, Ohio
330-379-3163
<http://www.akronscore.org/cgi-bin/texis/SCORE/pilot/main2.html>
Provides business counseling by retired executives or small business owners, for new or established small businesses. Services are free, requiring only the commitment of time, effort and follow-through to implement the plans.

[Go Back to Table of Contents](#)

Web 2.0 Technologies

Web 2.0 encompasses a diverse range of internet based programs that are interactive, collaborative, and user centered. Web 2.0 sites allow users to interact with one another, alter website content, or both. Wikis, social networking, blogs, web applications, video sharing, etc. have all been associated with Web 2.0. The rapid growth, rising popularity, and high visibility of these programs present a wealth of business opportunities from marketing to customer service. By nature, Web 2.0 technology is constantly shifting and developing, providing potentially limitless applications. The following resources will acquaint you with the various Web 2.0 applications and hopefully get your business on the right foot in the interactive online world of the 21st century.

Library Resources

- Comm, Joel. **Twitter Power: how to dominate your market one tweet at a time.** Hoboken, NJ: Wiley. **658.872 C734t**
- Ebersbach, Anja. **Wiki: web collaboration.** New York: Springer. **005.72 W663E**
- Funk, Tom. **Web 2.0 and beyond: understanding the new online business models, trends, and technologies.** Westport, CT: Praeger. **658.872 F982we**
- Goossen, Richard. **E-preneur: from Wall Street to wiki.** Franklin Lakes, NJ: Career Press **658.872 G659e**
- Holtz, Shel. **Blogging for business: everything you need to know and why you should care.** Chicago: Kaplan Pub. **006.7 H758bL**
- Miller, Michael: **YouTube for business: online video marketing for any business.** Indianapolis: Que. **658.872 M649y**
- Ojeda-Zapata, Julio. **Twitter means business: how microblogging can help or hurt your company.** Cupertino, CA: Happy About. **658.84 Oj39tw**
- Percival, Sean. **MySpace marketing: creating a social network to boom your business.** Indianapolis: Que. **658.872 P429my**
- Tapscott, Don. **Wikinomics: how mass collaboration changes everything.** New York: Portfolio. **658.046 T175w**
- **Reshaping your business with Web 2.0: using the new collaborative technologies to lead business transformation.** New York: McGraw-Hill. **658.406 R433C**
- Shih, Clara Chung-wai. **The Facebook era: tapping online social networks to build better products, reach new audiences, and sell more stuff.** Boston: Prentice Hall. **658.872 Sh555f**
- Wibbels, Andy. **Blogwild!: a guide for small business blogging.** New York: Portfolio.

658.872 W632b

Internet Resource

- Facebook
<http://www.facebook.com/>
Currently the most used global social networking site, Facebook was launched in 2004 by Harvard student Mark Zuckerberg and membership was initially limited to Harvard students. Facebook expanded rapidly and on September 26, 2006, anyone 13 or older with a valid e-mail address could open an account. The primary Facebook features are the Wall, an interactive area on each profile where the user and their “friends” can post messages, the Photos application, which allows users to upload and share an unlimited number of photos, and status updates, which allows users to share their whereabouts, actions, and thoughts.
- MySpace
<http://www.myspace.com/>
MySpace, launched in 2003, was one of the first social networks to acquire widespread attention and users, and in 2006 the 100 millionth account was opened. Notable MySpace features include an area for blogging on each profile, a user controlled comments section, HTML profile customization, and a music profile that allows artists to upload MP3 songs.
- Twitter
<http://twitter.com/>
Founded in March 2006, Twitter is a “real-time short messaging service that works over multiple networks and devices.” Users send messages, known as tweets, which then appear on the author’s profile page and can also be instantly sent to the author’s subscribers, who are known as followers. Messages are limited to 140 characters in order to be compatible with Short Message Service messaging and can be sent from the Twitter website or through external applications, such as cellular phones. Twitter is one of the fastest growing social networking tools and has become popular in entertainment and sports (Ashton Kutcher, <http://twitter.com/aplusk> , Lance Armstrong, <http://twitter.com/lancearmstrong>), politics (The White House, <http://twitter.com/whitehouse>), and news (CNN, <http://twitter.com/cnn>).
- Wikipedia
http://en.wikipedia.org/wiki/Main_Page
Wikipedia, launched in 2001, is the largest and best known example of wiki technology, which allows the creation of collaborative websites. With 13 million articles, 3 million in English, Wikipedia claims to be the largest and most popular general reference work on the internet. Wikipedia began by allowing users to create and edit articles which are then immediately posted without editing. However, this system is being increasingly restricted by editors and administrators in an effort for more professionalism and less vandalism.
See Also:
SmallBusiness.com: a small business wiki. http://www.smallbusiness.com/wiki/Main_Page
Wookieepedia: The Star Wars Wiki. http://starwars.wikia.com/wiki/Main_Page
1911 Encyclopedia: a community project to restore the 1911 Edition of the Encyclopedia Britannica. http://www.1911encyclopedia.org/Main_Page
- YouTube
<http://www.youtube.com/>
YouTube is a video sharing website that allows registered users to upload, share, and comment on videos; unregistered users can only watch videos. Founded in 2005, YouTube was purchased by Google Inc. for \$1.65 billion in November 2006 and currently operates as a Google subsidiary. Much of YouTube’s success rested on its easy to use interface that made uploading and watching internet videos a swift, simple process.

[Go Back to Table of Contents](#)

Updated October 2009