

RESOURCES FOR SMALL BUSINESSES



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CHAMBER OF
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RESOURCES FOR SMALL BUSINESSES

Audacity

A free software package for editing audio files

BSR Screen Recorder

for making videos of what is happening on a computer screen (such as a PowerPoint presentation);

Freemake Video Converter

A free software package for converting DVDs to formats for upload videos to YouTube

BlogTalkRadio

A free service for creating podcasts (up to 30 minutes in length once a day)

Doodle

A free scheduling service

Eventbrite

Reservation confirmation service

Vistaprint

Use code BC500 to purchase 500 business cards for \$9.99

SuppliesOutlet.com

Purchase printer toner cartridges and drums for 60%+ off name brands

HootSuite

Schedule posts on up to 5 social media sites for free

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Information and Services for Entrepreneurs

Edited by Alan Siege

Crain's Business –

Weekly NYC based magazine with articles and commentary on businesses throughout NYC – Subscription

SethGodin.com

Marketing Guru – excellent blog and talks available on video

Actionplanmarketing.com (Robert Middleton)

Excellent source of “how to” Marketing for small businesses (Free & Low-Cost)

How-to-Branding.com

Newsletter gives great tips on branding (Free and Low-Cost)

Curatti.com

Wonderful blog on content marketing

Marketingprofs.com

Short articles on marketing (Free & Low-Cost)

TargetMarketing.com

Industry trade magazine

SBA.gov

(sign up for e-newsletters) – Gives news of interest to small businesses

Ventureneer.com (Geri Stengel)

Hour-long webinars on all parts of starting, running and building businesses (for-profit and non-for-profits)

RetailWire.com

Focused more on traditional retail operations

Gitomer.com

Jeffrey Gitomer - A very funny sales guru (Free & Low-Cost)

Upwork.com –

source for all kinds of services by bidding (Different Price Points)

Helpareporter.com

Help a Reporter Out – Writers use your business in their articles.

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Salesforce.com

Detailed data on businesses plus ways of tracking leads (Different Price Points)

Wetransfer.com - Transfer large amounts of data and images– (Free & low-cost)

Meetingwizard.com and Doodle.com -- Meeting organizers

Americancrowdfundingassociation.com

Is a non-profit group founded as a resource to help businesses use crowdfunding to raise money

The Storytelling.com

Discusses marketing through stories

Storyhowto.com

“how to” build your brand ideas

Emarketer.com

Marketing focusing on on-line activities

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THE CHAZIN GROUP

→ Plan → Launch → Grow...Your Business

1. PERSONAL ASSESSMENT TOOLS

- * To see if you **have what it takes to be an entrepreneur**, take a test on the Small Business Administration website: www.sba.gov/starting_business/startup/areyouready.html

Change Style Indicator by Discovery Learning shows you how receptive you are to change.

Personality type assessment tests:

- Myers Briggs Type Indicator
- Keirsey
- Brickman
- DISC tool for Sales professionals

2. INDUSTRY RESEARCH

- * IBIS World (Industry-specific research): www.ibisworld.com/industry/home.aspx
- * Key business statistics: www.BizStats.com
- * Small Business Administration advocacy & support: www.sba.gov/advocacy
- * Occupational Outlook Handbook: www.bls.gov/ooh
- * Industrial Reports: www.census.gov/manufacturing/cir/index.html
- * E-commerce research: www.census.gov/eos/www/ebusiness614.htm
- * Mintel Reports (Industry-specific research): www.Mintel.com
- * [NY Public Library Small Business Resource Center](#)
- U.S. Census FactFinder (NY Demographic/geographic data):
factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml
- * New York City Community District Profiles: www.nyc.gov/html/dcp/html/lucds/cdstart.shtml
- * New Jersey State Library: www.jerseyclicks.org/homepages/jclicks/jclicksclassic.asp

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3. BUSINESS INFORMATION PROVIDERS

Moody's: www.moody.com

Hoover's: www.hoovers.com

Gale Encyclopedia of Associations, Directory of Publications & Broadcast Media, Encyclopedia of Business Information Sources, Encyclopedia of Management and Small Business Management, consultant's and consulting Organizations directory.

SEC Edgar dbase for quarterly & annual reports from publicly-traded companies: www.sec.gov/edgar.shtml

4. BUSINESS NETWORKING EVENTS/ORGANIZATIONS

* NYXPO for Business

* BNI

* Chambers of Commerce

* NJ Tech Meet Up

* NY Tech Meet Up

* NYC Business Networking Group

5. LIST RENTAL SERVICE PROVIDERS

* Dun & Bradstreet: www.dnb.com

* Info USA (Reference USA)

6. BUSINESS PLAN DEVELOPMENT TOOLS

* <http://bonny-albo.suite101.com/business-plan-industry-section-a42502>

* <http://businessplanfairy.com/business-plan-deal-breakers/business-plan-deal-breakers/industry-analysis>

7. CLIENT SURVEY TOOLS

SurveyMonkey: www.surveymonkey.com

Zoomerang: www.zoomerang.com

PollDaddy: www.polldaddy.com

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8. WEB HOSTING SERVICE PROVIDERS

- * GoDaddy!
- * 1&1: www.1and1.com
- * Yahoo!
- * Constant Contact
- * WordPress
- * Template Monster -

9. WEBSITE DEVELOPMENT TOOLS

www.wix.com

www.shopify.com

10. WEBSITE ANALYTICS TOOLS

- * Piwik
- * FireStats
- * Snoop
- * Yahoo! Web Analytics
- * Google analytics
- * BBClone
- * Woopra
- * JAWStats
- * 4Q
- * MochiBot
- * Grape Web Stats

11. ONLINE SUPPORT RESOURCES

[w ww.Elance.com](http://www.Elance.com)

www.guru.com

WWW.Sprouter.com

12. E-MAIL SERVICE PROVIDERS

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12. E-MAIL SERVICE PROVIDERS

- * Mail Chimp
- * Constant Contact
- * CheetahMail
- Top 19 free e-mail services: http://email.about.com/od/freemailreviews/tp/free_email.htm

13. SOCIAL MEDIA PLACES TO HANG OUT/SOCIALIZE

- * **PartnerUp** for finding partners
- * **StartUpNation** for entrepreneurs
- * **Biznik** for entrepreneurs
- * **Cofoundr** for entrepreneurs
- * **The Funded** for entrepreneurs for entrepreneurs for entrepreneurs
- * Pinterest
- * Twitter
- * MeetUp
- * FourSquare
- * Tumblr
- * MySpace
- * LinkedIn
- * FaceBook Fan Pages
- * Google+
- * About.Me (Social media account aggregator site)
- * BebelMouse (Social media account aggregator site)
- Vizify (Social media account aggregator site)

14. SOCIAL MEDIA MANAGEMENT TOOLS & SERVICE PROVIDERS/FIRMS

- * HootSuite
- * SocialOomph
- * Kinetic Social
- * Spruce Media
- * The Buddy Group
- * MediaBrix
- * One Public
- * Get Perception
- * Appsavvy
- * Mediacom Interaction

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15. BLOGGING SERVICES / RESOURCES

- * WordPress: The industry standard. Integrates easily with your website.
- * Google Blogger: Free, e-z to get started with, very user-friendly interface.
- * [BlogWild](#)

16. SALES TRAINING

- * Sandler Institute
 - Criteria for Success

17. BUSINESS SUPPORT SERVICES

- * [Workshop in Business Opportunities \(WIBO\)](#)
- * [New Jersey Entrepreneurial Network](#)
- * [Big Happens Here](#) website for NY-based start-ups
- * [NYC Business Solutions Center](#)
- * [NYC Business Solutions Center Business Library](#)
- * Small Business Administration
- * SCORE
- * Chambers of Commerce
- * [Industrial Technology Assistance Corp.](#)
- * [The SUNY Levin Institute](#)
- * [Marion Ewing Kauffman Foundation](#)
- * [NJ Economic Development Authority](#)
- * Register your business in NY: www.dos.ny.gov/corps/index.html
- * Register your business in NJ: <https://www.state.nj.us/treasury/revenue/dcr/filing/leadpg.htm>

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18. BUSINESS INCUBATORS

- * Sunshine NYC <http://sunshineny.com>
- * <http://bianys.com> Biz Incubation Assn. of New York
- * [Long Island High Technology Incubator](#)
- * [NYC Bio Science Initiative](#)
- * Incubate NYC
- * Brooklyn bioBAT
- * [Business Incubator Association of New York State](#)
- * NYU Poly:
 - DUMBO Tech Incubator
 - 6 MetroTech Center – Brooklyn, NY
 - Varick Street Incubator, New York, NY
- * Hive at 55, 55 Broad Street, New York, NY
- * NYC Seed www.nycseed.com
- * Astia
- * IndieGrove: Jersey City, NJ
- * Tech Launch: techlaunch.com
- * Entrepreneurs Commons
- * Open Coffee Club
- * Sunshine Bronx, NY
- * Chubby Brain
- * Entrepreneurs Roundtable Accelerator
- * First Growth Network
- * Dream It Ventures www.dreamitventures.com
- * The Founder Institute www.fi.com
- Varick Street Incubator

19. VENTURE CAPITALISTS/ANGEL INVESTOR FIRMS

- * [New York Angels](#)
- * [Long Island Angel Network](#)
- * JumpStart NJ Angel Network
- * Union Square Ventures
- * Women 2.0: www.women2.org
- * Venture Assn. of NJ: www.vanj.com
- * Chubby Brain: www.chubbybrain.com

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20. NON-TRADITIONAL FUNDING RESOURCES / MICRO-LENDERS & CROWD SOURCING

- * Rising Tide Capital
- * www.Kickstarter.com: Crowd Sourcing
- * www.RocketHub.com: Crowd Sourcing
- * www.IndieGoGo.com: Crowd Sourcing
- * Business Outreach Center: www.bocnet.org/boc/micro_loan_program.asp
- * Association for Enterprise Opportunity

21. PRESENTATION SOFTWARE TOOLS/RESOURCES

- * PowerPoint
- * Prezi: prezi.com
- * SlideRocket: www.sliderocket.com
- * Slideshare: Great website to upload your own presentations: www.slideshare.net

22. REALLY SIMPLE SYNDICATION (RSS) FEED SERVICES

- What is an "RSS" www.cnn.com/services/rss/

23. CLIENT RELATIONSHIP MANAGEMENT / CONTACT MANAGEMENT SYSTEMS

- * For information on cloud-based CRM solutions:
www.pcworld.com/businesscenter/article/193463/put_cloud_crm_to_work.html
- * www.Zoho.com
- * Act!
- * Salesforce.com
- * BuyFolio (for real estate)
- * Goldmine
- Highrise – www.highrisehq.com

24. WOMEN & MINORITY BUSINESS ORGANIZATIONS/RESOURCES

- * National Assn. Women Business Owners
- WWW.BENC.ORG
- Black Owned NY
- www.score.org/minority_resources.html
- www.sba8a.com
- www.LadiesWhoLaunch.com

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25. GRANTS

[a. Small Business Innovation Research Grant](#)

26. ACCOUNTING & FINANCE PACKAGES

- * Peachtree
- * QuickBooks
- * Quicken

27. FRANCHISING SERVICE PROVIDERS

- * International Franchise Association
- * The Kensington Company
- * MSM Franchising Consultants, Clemmons, NC

28. CREDIT RATINGS AGENCIES/SERVICE PROVIDERS

- * Experian
- * Equifax
- Trans Union
- www.annualcreditreport.com

29. EMPLOYEE & CUSTOMER RANT/FEEDBACK WEBSITES FOR GATHERING COMPETITIVE INTELLIGENCE AND ORGANIZATIONAL BACKGROUND INFORMATION

- * Jigsaw
- * PissedConsumer.com
- * RipOffReport.com
- * Gripevine
- * Indeed.com
- * Yelp
- * Glassdoor
- * InfoArmy (Start-Up)

30. WEB/INTERACTIVE MARKETING RESOURCES/ASSOCIATIONS

- * Web Marketing Assn. www.webmarketingassociation.org/wma
- * Internet Marketing Assn. www.imanetwork.org
- * eMarketing Assn. www.emarketingassociation.com
- * International Internet Marketing Assn. www.iimaonline.org

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- * Gripevine
- * Indeed.com
- * Yelp
- * Glassdoor
- * InfoArmy (Start-Up)

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- * Web Marketing Assn. www.webmarketingassociation.org/wma
- * Internet Marketing Assn. www.imanetwork.org
- * eMarketing Assn. www.emarketingassociation.com
- * International Internet Marketing Assn. www.iimaonline.org

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31. MARKETING RESOURCES

- * Prologger.com great resource for learning how to blog
- * Duct Tape Marketing: www.DuctTapeMarketing.com
- * Frugal Marketing: <http://frugalmarketing.com>

32. DATA AGGREGATORS make sure your business listing is correct:

- Localeze
- InfoGroup
- Acxiom
- UBL

33. DIRECTORY LISTING SERVICE PROVIDERS

- Yext
- Yelp
- Cricket
- Yellowbook
- Merchant Circle
- Tom Tom

34. ONLINE COLLABORATION TOOLS

- Do.com
- Trello
- Asana
- Skype
- Google Circles Hangout
- Web RTC
- Teambox
- Skydrive Pro

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