

For Immediate Release

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Starting a Business? Need Business Assistance? Start with Atascadero's Website

"Whether you are starting a business to supplement your income, replace a job, or pursue your life-long dream, the City of Atascadero wants your business to succeed," says Warren Frace, Community Development Director and Vice President of Atascadero's Office of Economic Development. "That is why we have invested in a wealth of tools and information on the City's website at <http://atascadero.toolsforbusiness.info>. Our website includes local, state, federal, and best-of-the-web resources to start and grow businesses." Tips can quickly be found on the "Tools" homepage by clicking on a button called *Just starting out* with ten tools for new businesses. The site contains a wealth of information.

The most important step to starting a business is to **prepare a business plan**. On the Tools for Business website, you will find a link to a free Business Plan Workbook which takes you step-by-step through all the elements of a business plan.

When preparing a business plan, it is important to **predict cash flow**. On the site a cash flow calculator is included that shows how offering customer credit, purchasing inventory, and changing pricing will affect your cash flow. There are also other free financial calculators.

At some point it may be important to **legally form a business**. The website includes an entity wizard tool to help you decide whether a sole proprietorship, partnership, limited liability, or corporation is best for you. Once you have decided, you will find a Business Start-Up Kit, with all the forms you need to create that business entity.

Need some help with marketing? You can choose one of several **free marketing courses** designed by the Famee Foundation for busy entrepreneurs. There is a 31-Day Marketing Primer for Startups, where you receive a daily email for 31 days with marketing assistance. There is also a 14-Day course to develop a Marketing Plan and a 26-week Implementation Program for in-depth help.

If you need personal assistance with any of these steps, the website has links to **free counseling** from the Small Business Development Center and SCORE counselors. Our website also has live chat to help you find resources for your business.

You will find many other tools on our website, as well as a **bookstore and online classes**. Visit <http://atascadero.toolsforbusiness.info>.