

# SCORE<sup>®</sup>

Counselors to America's Small Business

# SCOREBOARD

Provided by  
Greater Knoxville SCORE Chapter

## Summer, 2007

Greater Knoxville SCORE

Suite 450  
412 N. Cedar Bluff Road  
Knoxville TN 37923  
PH: 865-692-0717  
FAX: 865-692-0718

[www.scoreknox.org](http://www.scoreknox.org)

### Other Contacts:

Blount County Chamber of Commerce  
201 S. Washington Street  
Maryville TN 37804  
PH: 865-983-2241

[www.blountchamber.com](http://www.blountchamber.com)

Claiborne County Chamber of Commerce  
Suite #1  
3222 Highway 25-E  
Tazewell TN 37809  
PH: 423-626-4149

[www.claibornecounty.com](http://www.claibornecounty.com)

Farragut/West Knox Chamber of Commerce  
Suite 110  
11826 Kingston Pike  
Knoxville TN 37933  
PH: 865-675-7057

[www.farragutchamber.com](http://www.farragutchamber.com)

Loudon County Chamber of Commerce  
318 Angel Row  
Loudon TN 37774  
PH: 865-458-2067

[www.loudoncountychamber.com](http://www.loudoncountychamber.com)

Monroe County Chamber of Commerce  
Suite A  
520 Cook Street  
Madisonville TN 37354  
PH: 423-442-4588

[www.monroecountychamber.org](http://www.monroecountychamber.org)

Roane County Alliance  
1209 N. Kentucky Street  
Kingston TN 37763  
PH: 865-376-5572

[www.roanealliance.org](http://www.roanealliance.org)

**We encourage you to  
forward this newsletter to  
associates and other  
businesses!**

## Volume 1, Number 1

Welcome to the first edition of SCOREBOARD, a free business resource from the Greater Knoxville Chapter of SCORE, Counselors to America's Small Business. We hope to provide business owners and managers with timely and helpful articles, tips, and features that will help your business grow and become more successful.

The mission of SCORE is to provide free and confidential counseling service to start-up and existing small businesses using the expertise and experiences of successful business people. Since you have requested and we have provided these services to you in the past, (*which is how we obtained your email address*) we want to offer you the opportunity to continue receiving these services via electronic communication.

We plan to publish this newsletter on a quarterly basis, with each issue containing articles, tips, and news features on a variety of subjects relevant to small business. Topics will include areas such as Buying and Selling a Business, Franchising, Financial Planning, Insurance, Business Planning, and many others. These articles will be from a variety of sources including local and national SCORE Counselors, the Small Business Administration, businesses, and national publications.

But we also want your input, so we're providing several ways to do this simply by sending us an email to [newsideas@scoreknox.org](mailto:newsideas@scoreknox.org).

1. Tell us what subjects and topics you'd like to see covered in this newsletter.
2. We also want to encourage our subscribers to submit your own experiences of starting and growing your own business: tips, what worked, traps to avoid, successes, and other experiences.
3. We welcome comments from our subscribers on our content, so let us know how we're meeting your needs.

## WHAT'S IN THIS ISSUE?

In this first issue we cover three areas that seem to be uppermost in the minds of many clients – business plans, preparing for business loan applications, and marketing. We've included a short article on each of these subjects, so just click on the highlighted and underlined links to read each.

***Why should I write a business plan?*** Many factors affect business success. Though you can't control all of them, it does help to "capture" a vision of your business on paper. Your business plan will not only focus your efforts, but show others the serious planning you've done to support your dream. It will increase your chances of achieving success. For more, read **[Do You Need a Business Plan?](#)**

To contact us for counseling,  
please click  
[here](#).

To unsubscribe from this newsletter,  
please click [here](#), and in the subject  
line, type the word "unsubscribe".

[Privacy policy](#) – We obtained your email  
address from the application you  
completed when requesting assistance  
from SCORE. This information will not be  
provided or sold to any outside agency  
and will remain confidential.

For many business owners the primary purpose of writing a business plan is to ***prepare for a business loan application***. All businesses, no matter what size, need to raise money at some time. Small business owners may be able to dip into their personal savings or borrow money from friends. More likely, they'll have to look to outside sources for financing. **The ABC's of Borrowing** gives a list of questions and materials you need to gather when preparing your loan application.

Marketing (as defined by the American Marketing Association) is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, services, organizations and events to create exchanges that will satisfy individual and organizational objectives. For any business to succeed, ***marketing your firm*** is essential. In fact, it's the cornerstone to creating and growing your business. To learn more about the components of marketing and help you better identify your potential market, read **Marketing Your Product or Service**. You may be surprised to discover what's needed in addition to advertising!

GREATER Knoxville SCORE Chapter  
Suite 450, 412 N. Cedar Bluff Road  
Knoxville TN 37923

PH – 865-692-0717

[www.scoreknox.org](http://www.scoreknox.org)

FAX – 865-692-0718