

The Small Business Association as a Resource

Overview

The Small Business Administration has developed an excellent set of guides for new and small businesses that cover everything from initial market research to funding your business. They also provide links to federal funding programs, expense and business plan spreadsheets, and more. See below for links to some of their helpful guides. As a note, we have not included all of the resources available through SBA in this document, as they are incredibly numerous. Check out the website at <https://www.sba.gov> to find more resources for building and growing your business.

SBA Business Guides

Plan Your Business: <https://www.sba.gov/business-guide/plan-your-business>

Topics Covered -

- Market Research and Competitive Analysis
- Write a Business Plan
- Calculate Your Startup Costs
- Fund Your Business

Launch Your Business - <https://www.sba.gov/business-guide/launch-your-business>

- Pick Your Business Location
- Choose a Business Structure
- Choose Your Business Name
- Register Your Business
- Get Federal and State Tax ID Numbers
- Apply for Licenses and Permits
- Open a Business Bank Account
- Get Business Insurance

Manage Your Business - <https://www.sba.gov/business-guide/manage-your-business>

- Manage Your Finances
- Hire and Manage Employees
- Pay Taxes
- Stay Legally Compliant
- Buy Assets and Equipment
- Marketing and Sales
- Stay Safe From Cyber Threats
- Prepare for Emergencies
- Recover from Disasters
- Close or Sell Your Business
- Hire Employees with Disabilities

Grow Your Business - <https://www.sba.gov/business-guide/grow-your-business>

- Get More Funding
- Expand to New Locations
- Merger and Acquire New Businesses
- Become a Federal Contractor
- Export Products
- Women-Owned Businesses
- Native American-Owned Businesses
- Veteran-Owned Businesses
- LGBT-Owned Businesses
- Rural Businesses
- Minority-Owned Businesses

SBA Learning Platform

SBA doesn't just offer [free](#) small business guides, they also have what is called the SBA Learning Platform found [here](#). This platform offers comprehensive online learning programs that can help give business leaders the information and resources they need to be successful.

SBA Learning Platform Programs:

- Learning Center - <https://www.sba.gov/sba-learning-platform>
Offers free online courses in planning, launching, managing, marketing, and growing your business.
- Ascent - <https://ascent.sba.gov/dashboard>
A free online platform for women entrepreneurs that offers online training programs in business development.
- Boots to Business - <https://www.sba.gov/sba-learning-platform/boots-business>
An in person 2-day entrepreneurial training program for transitioning military personnel, veterans, and their spouses.
- Emerging Leaders Initiative - <https://www.sba.gov/sba-learning-platform/emerging-leaders-initiative>
Educational program for small businesses in underserved communities that offers a 7-month intensive course for small businesses. You will be offered customized training, receive 100+ hours of professional development and peer-to-peer counseling, and have the opportunity to network with experience business professionals in your area.

SBA Free Business Counseling

A benefit of working with SBA is the opportunity to leverage their free business counseling service for all US-based small businesses. They have offices all over the country and likely one where you are located. You can use their counselor search feature [here](#).