

# 12 Steps to a Successful Business

## A Free SCORE Workshop

Monday, August 14, 2023  
6:00–7:30 p.m.  
Rotary Room

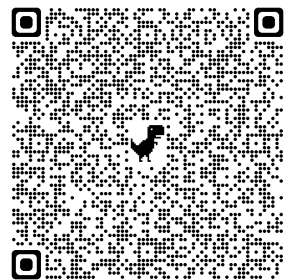
Are you looking to build a successful business of your own, either full-time or part-time? Or do you have an existing small business that needs to grow? Either way, you will need to put together a “business plan.” Many books have been written about business plans, but for most small businesses it all boils down to asking – and finding the answers to – twelve very specific questions.

You will learn:

- The four steps to building a marketing plan
- The two reasons (there are only two) why anyone buys anything
- How to identify your business competitors and come up with winning competitive strategies
- Whether or not you need business partners, and (if you do) how to pick them
- The two places (there are only two) where you can find money to grow your business
- How to deal with business risks and threats before they become overwhelming

### Presenter:

Cliff Ennico a nationally recognized small business legal and tax expert, is best known as the former host of MONEYHUNT, the fast-paced PBS reality television series where entrepreneurs defended their business plans before America's toughest panel of experts (and is widely considered one of the inspirations for SharkTank and similar programs).



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