

BUSINESS LINK

QUARTERLY NEWSLETTER

“BIG COMPANIES ARE SMALL
COMPANIES THAT SUCCEEDED”

Robert Townsend

FOCUS ON FROM CORPORATE DOWNSIZING TO FRANCHISING

Stuart Levenberg, Development Manager at the Kensington Company,
a company specializing in franchises.

As a franchise consultant helping business professionals make the transition from Corporate America to business ownership, I work with clients from varied backgrounds and skill sets. Many of our “Corporate America Refugees” are looking to franchise as an alternative to returning to corporate America. For some, being downsized from a corporation is a breath of fresh air and the opportunity to find business success on their own. Many have had the entrepreneurial spirit for some time and view this as an opportunity. Others are deflated at losing their job and come for support in finding the right franchise after months of pounding the pavement looking for a new corporate position that does not exist. Whatever the reason, it is important to start a franchise search by asking the right questions. Many prospective buyers begin the search in reverse. Often I meet with clients that would love to own a food service business like Starbucks.

When I start asking questions, they quickly realize that that particular franchise is not the right fit for them.

So How Does One Start a Search for the Right Franchise Business?

Start with a business model. This is a list of what is important to you in a business. These attributes and preferences may include: number of employees, a five day business week, no nights, no weekends, a steady

cash flow, repeat clientele, and more. Once you have your list of what is important to you, then you begin to look at possible franchises that fit your business model. Do not get caught up with the franchise name or the feeling you need a real passion for a particular franchise. What is most important is to remember a franchise is a vehicle for business success. After considering all the alternatives, a franchise might be right for you.

THE HALF HOLLOW HILLS COMMUNITY LIBRARY HAS A NEW WEB PAGE

The new design will make it easier for you to find information and keep you apprised of all the library’s services and programs. To check it out, go to hhhlibrary.org. Visit BusinessLink from our homepage. NEW to BusinessLink is a blog with interesting tidbits from business and trade publications and pertinent business surveys from organizations and companies. Our October 2011 programs for entrepreneurs and small business owners are listed. You can also access the library’s business databases and past issues of our quarterly newsletter. If you have suggestions for BusinessLink please contact Eileen Effrat at (631) 421-4530 or eeffrat@suffolk.lib.ny.us.

WEBSITES OF INTEREST

The following are great sites for business advice. What is more---the information is FREE.

Start-up Nation

<http://www.startupnation.com/>

Founded by entrepreneurs for entrepreneurs, this is an excellent one-stop source for small business concerns.

Inc. Magazine

<http://www.inc.com/>

Advice, tools, and services to help business owners start, run, and grow their businesses more successfully.

Small Business Trends

<http://smallbiztrends.com/>

Tracks trends and issues of concern to small business owners and entrepreneurs.

Open Forum

<http://www.openforum.com/>

This is an American Express initiative that focuses on finance, marketing, innovation, leadership, and management topics for small business owners.

Knowledge @ Wharton

<http://knowledge.wharton.upenn.edu/>

Recognized as one of the world's best business schools, this is an online journal offering a global perspective on business trends, interviews with business leaders, and timely business articles on an array of topics.

SCORE: Service Corps of Retired Executives

<http://www.score.org/>

A non-profit organization with over 10,000 volunteer retired business owners and executives who counsel entrepreneurs. The website contains a wealth of information from writing a business plan to site selection.

BOOK CHOICE

How do you turn contacts and acquaintances into lifelong partners and valuable assets? Focusing on a concept called relationship capital, Ed Wallace, author of *Business Relationships That Last*, outlines five steps to transform these relationships into a source of leads, advice, and revenue. A recent survey reveals 88% of executives view the strength of customer relation-

ships as the primary reason their companies achieve revenue goals annually.

What are the five steps?

- * Establish a personal and business common ground with your clients. You want your clients to believe in you. Let them know your intent, competence, values, ideas, and professional standing. Be credible.
- * Display integrity. With integrity comes trust. Be honest, factual and always meet commitments. If a problem arises, confront it immediately and inform your client.
- * Use your client's time wisely. In planning a meeting---think POP. POP is an acronym for purpose(what and why), outcomes(takeaways), and process(the meeting agenda).
- * Become a respected advisor. Offer assistance with the client's best interests in mind.
- * Ask for help. Be courageous to admit you do not have all the answers. By saying "I don't know" you can open the door for discussion and possible solution.

Included are exercises and easy to follow instructions to develop your own plan of action. This book is available in the library.

Wallace, Ed

2009

Business Relationships That Last: Five Steps That Transform Contacts into High Performing Relationships

650.13 WAL (DH)

NEW TO THE COLLECTION

Business Plans

Blackwell, Edward

2011

How to Prepare a Business Plan

658.4012 BLA (DH)

Zacharakis, Andrew

2011

Business Plans That Work: A Guide for Small Business

658.4012 ZAC (DH)(M)

Business Communication

Guber, Peter

2011

Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story

658.45 GUB (DH)

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WITH UNIVERSAL CLASS
@ THE HALF HOLLOW HILLS LIBRARY

Universal class offers 500 FREE online classes taught by professional teachers, some for continuing education credit.

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- * Fundraising
- * Effective Presentations
- * How To Start A.....
 - Wedding Business
 - Business Consulting
 - Career Coaching
 - Antiques & Collectibles
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 - Freelance Writing
 - Craft Business
 - Day Care Service
 - Life Coaching
 - Travel Agent
 - Wellness Coaching
 - Pet Sitting & Dog Walking



Universal Class is available from your home 24/7. With your library card, go to halfhollowhillsny.universalclass.com.

Customer Service

Cooper, Frank 2010
The Customer Signs Your Paycheck
658.812 COO (DH)

Evenson, Renee 2011
Customer Service Training 101
658.812 EVE (DH)

Hyken, Shep 2011
The Amazement Revolution: Seven Customer Service Strategies to Create an Amazing Customer (and Employee) Experience
658.812 HYK (DH)

Internet Marketing

Dunay, Paul 2011
Facebook Marketing for Dummies
658.872 DUN (M)

Handley, Ann 2011
Content Rules: How to Create Killer Blogs, Podcasts, Videos, eBooks, Webinars (and More) That Engage Customers and Ignite Your Business
658.872 HAN (DH)

Ostrofsky, Marc 2011
Get Rich Click!: The Ultimate Guide to Making Money on the Internet: If You Can Click a Mouse, You Can Make Money on the Internet
658.872 OST (DH)

Rognerud, Jon 2011
Ultimate Guide to Search Engine Optimization: Drive Traffic, Boost Conversion Rates, Make Lots of Money
658.872 ROG (M)

Scott, David Meerman 2011
Real-Time Marketing & PR: How to Instantly Engage Your Market, Connect with Customers, and Create Products That Grow Your Business Now
658.827 SCO (DH)

Lindsell-Roberts, Sheryl 2011
New Rules for Today's Workplace
650.0285 LIN (M)

Meyers, Peter 2011
As We Speak: How to Make Your Point and Have It Stick
658.452 MEY (DH)

Weiss, Alan 2011
Million Dollar Speaking: The Professional's Guide to Building Your Platform
658.452 WEI (DH)

Sweeney, Susan 2011
101 Internet Businesses You Can Start from Home: How to Choose and Build Your Own Successful Internet Business
658.041 SWE (M)

Home-Based Businesses

McClelland, Audrey Couto 2011
The Digital Mom Handbook: How to Blog, Vlog, Tweet, and Facebook Your Way to a Dream Career at Home
658.0412 (DH)

Leadership

Blanchard, Kenneth H. 2011
Lead with LUV: A Different Way to Create Real Success
658.314 BLA (M)

Michelli, Joseph A. 2011
Prescription for Excellence: Leadership Lessons for Creating a World-Class Customer Experience from UCLA Health System
610.6 MIC (M)

Peshawaria, Rajeev 2011
Too Many Bosses, Too Few Leaders: The Three Essential Principles You Need to Become an Extraordinary Leader
658.4092 PES (DH)

Thompson, Mark 2011
Now, Build a Great Business!: 7 Ways to Maximize Your Profits in Any Market
658 THO (DH)



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Reference Department

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