SCORE
Counselors to America's Small Business

Sponsored by U.S. Small Business Administration
84 West Santa Clara St., Suite 100 San Jose, California 95113 Phone:
(408) 288-8479 www.svscore.org info@svscore.org

For Profit Counseling Template

Description	Short Description and Any Documentation	Date Start/ Complete
Mission & Services, & Products & Value Added	**Mission:**_____ **Services:** _____ **Products:**_____ **Location:**_____ **Skills:**_____ **Experience:**_____ **Value Added:**_____	_____/_____ _____/_____ _____/_____ _____/_____ _____/_____ _____/_____ _____/_____
Customers How & Where you get money	**Target Market:**_____ **Target Customers :**_____ **Competitors:**_____ **Pricing:** _____	_____/_____ _____/_____ _____/_____ _____/_____
Marketing & Sales Plans	**Marketing:**_____ **Promotions:**_____ **Sales Plan :**_____ **Staff:**_____	_____/_____ _____/_____ _____/_____ _____/_____
Reality check, Assumptions Risk Assessment & Data Gathering	**Barriers:**_____ **Skills needed:**_____ **Training needed:**_____ **Competition:**_____ **Information needed:**_____	_____/_____ _____/_____ _____/_____ _____/_____ _____/_____
Short-term plan 6 to 12 months Fundraising & Grants	**1.** _____ **2.** _____ **3.** _____ **4:**_____	_____/_____ _____/_____ _____/_____ _____/_____
Longer term plan 1 to 3+ years	**1.** _____ **2.** _____ **3.** _____	_____/_____ _____/_____ _____/_____
Financial needs and projected needs	**Income projection:**_____ **Cash Flow:**_____ **Budget:** _____ **Savings:** _____ **Other:** _____	_____/_____ _____/_____ _____/_____ _____/_____ ___/___/___

Bring all relevant material and questions. Each session is approximately 50 minutes. You may schedule as many session as you want for continuing counseling assistance. Write out what you want from today's session:

_____

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