

RESOURCES FOR SMALL BUSINESSES



MANHATTAN
CHAMBER OF
COMMERCE

MANHATTAN CHAMBER OF COMMERCE

RESOURCES FOR SMALL BUSINESSES

Audacity

A free software package for editing audio files

BSR Screen Recorder

for making videos of what is happening on a computer screen (such as a PowerPoint presentation);

Freemake Video Converter

A free software package for converting DVDs to formats for upload videos to YouTube

BlogTalkRadio

A free service for creating podcasts (up to 30 minutes in length once a day)

Doodle

A free scheduling service

Eventbrite

Reservation confirmation service

Vistaprint

Use code BC500 to purchase 500 business cards for \$9.99

SuppliesOutlet.com

Purchase printer toner cartridges and drums for 60%+ off name brands

HootSuite

Schedule posts on up to 5 social media sites for free

MANHATTAN CHAMBER OF COMMERCE

RESOURCES FOR SMALL BUSINESSES

Information and Services for Entrepreneurs

Edited by Alan Siege

Crain's Business –

Weekly NYC based magazine with articles and commentary on businesses throughout NYC – Subscription

SethGodin.com

Marketing Guru – excellent blog and talks available on video

Actionplanmarketing.com (Robert Middleton)

Excellent source of “how to” Marketing for small businesses (Free & Low-Cost)

How-to-Branding.com

Newsletter gives great tips on branding (Free and Low-Cost)

Curatti.com

Wonderful blog on content marketing

Marketingprofs.com

Short articles on marketing (Free & Low-Cost)

TargetMarketing.com

Industry trade magazine

SBA.gov

(sign up for e-newsletters) – Gives news of interest to small businesses

Ventureneer.com (Geri Stengel)

Hour-long webinars on all parts of starting, running and building businesses (for-profit and non-for-profits)

RetailWire.com

Focused more on traditional retail operations

Gitomer.com

Jeffrey Gitomer - A very funny sales guru (Free & Low-Cost)

Upwork.com –

source for all kinds of services by bidding (Different Price Points)

Helpareporter.com

Help a Reporter Out – Writers use your business in their articles.

MANHATTAN CHAMBER OF COMMERCE

RESOURCES FOR SMALL BUSINESSES

Information and Services for Entrepreneurs

Edited by Alan Siegel

Salesforce.com

Detailed data on businesses plus ways of tracking leads (Different Price Points)

Wetransfer.com - Transfer large amounts of data and images– (Free & low-cost)

Meetingwizard.com and Doodle.com -- Meeting organizers

Americancrowdfundingassociation.com

Is a non-profit group founded as a resource to help businesses use crowdfunding to raise money

The Storytelling.com

Discusses marketing through stories

Storyhowto.com

“how to” build your brand ideas

Emarketer.com

Marketing focusing on on-line activities

MANHATTAN CHAMBER OF COMMERCE

RESOURCES FOR SMALL BUSINESSES

THE CHAZIN GROUP

→ Plan → Launch → Grow...Your Business

1. PERSONAL ASSESSMENT TOOLS

- * To see if you **have what it takes to be an entrepreneur**, take a test on the Small Business Administration website: www.sba.gov/starting_business/startup/areyouready.html

Change Style Indicator by Discovery Learning shows you how receptive you are to change.

Personality type assessment tests:

- Myers Briggs Type Indicator
- Keirsey
- Brickman
- DISC tool for Sales professionals

2. INDUSTRY RESEARCH

- * IBIS World (Industry-specific research): www.ibisworld.com/industry/home.aspx
- * Key business statistics: www.BizStats.com
- * Small Business Administration advocacy & support: www.sba.gov/advocacy
- * Occupational Outlook Handbook: www.bls.gov/ooh
- * Industrial Reports: www.census.gov/manufacturing/cir/index.html
- * E-commerce research: www.census.gov/eos/www/ebusiness614.htm
- * Mintel Reports (Industry-specific research): www.Mintel.com
- * [NY Public Library Small Business Resource Center](#)
- U.S. Census FactFinder (NY Demographic/geographic data):
factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml
- * New York City Community District Profiles: www.nyc.gov/html/dcp/html/lucds/cdstart.shtml
- * New Jersey State Library: www.jerseyclicks.org/homepages/jclicks/jclicksclassic.asp

MANHATTAN CHAMBER OF COMMERCE

RESOURCES FOR SMALL BUSINESSES

THE CHAZIN GROUP

➔ Plan ➔ Launch ➔ Grow...Your Business

3. BUSINESS INFORMATION PROVIDERS

Moody's: www.moody.com

Hoover's: www.hoovers.com

Gale Encyclopedia of Associations, Directory of Publications & Broadcast Media, Encyclopedia of Business Information Sources, Encyclopedia of Management and Small Business Management, consultant's and consulting Organizations directory.

SEC Edgar dbase for quarterly & annual reports from publicly-traded companies: www.sec.gov/edgar.shtml

4. BUSINESS NETWORKING EVENTS/ORGANIZATIONS

* NYXPO for Business

* BNI

* Chambers of Commerce

* NJ Tech Meet Up

* NY Tech Meet Up

* NYC Business Networking Group

5. LIST RENTAL SERVICE PROVIDERS

* Dun & Bradstreet: www.dnb.com

* Info USA (Reference USA)

6. BUSINESS PLAN DEVELOPMENT TOOLS

* <http://bonny-albo.suite101.com/business-plan-industry-section-a42502>

* <http://businessplanfairy.com/business-plan-deal-breakers/business-plan-deal-breakers/industry-analysis>

7. CLIENT SURVEY TOOLS

SurveyMonkey: www.surveymonkey.com

Zoomerang: www.zoomerang.com

PollDaddy: www.polldaddy.com

MANHATTAN CHAMBER OF COMMERCE

RESOURCES FOR SMALL BUSINESSES

THE CHAZIN GROUP

➔ Plan ➔ Launch ➔ Grow...Your Business

8. WEB HOSTING SERVICE PROVIDERS

- * GoDaddy!
- * 1&1: www.1and1.com
- * Yahoo!
- * Constant Contact
- * WordPress
- * Template Monster -

9. WEBSITE DEVELOPMENT TOOLS

www.wix.com

www.shopify.com

10. WEBSITE ANALYTICS TOOLS

- * Piwik
- * FireStats
- * Snoop
- * Yahoo! Web Analytics
- * Google analytics
- * BBClone
- * Woopra
- * JAWStats
- * 4Q
- * MochiBot
- * Grape Web Stats

11. ONLINE SUPPORT RESOURCES

[w ww.Elance.com](http://www.Elance.com)

www.guru.com

WWW.Sprouter.com

12. E-MAIL SERVICE PROVIDERS

MANHATTAN CHAMBER OF COMMERCE

RESOURCES FOR SMALL BUSINESSES

THE CHAZIN GROUP

➔ Plan ➔ Launch ➔ Grow...Your Business

12. E-MAIL SERVICE PROVIDERS

- * Mail Chimp
- * Constant Contact
- * CheetahMail
- Top 19 free e-mail services: http://email.about.com/od/freemailreviews/tp/free_email.htm

13. SOCIAL MEDIA PLACES TO HANG OUT/SOCIALIZE

- * **PartnerUp** for finding partners
- * **StartUpNation** for entrepreneurs
- * **Biznik** for entrepreneurs
- * **Cofoundr** for entrepreneurs
- * **The Funded** for entrepreneurs for entrepreneurs for entrepreneurs
- * Pinterest
- * Twitter
- * MeetUp
- * FourSquare
- * Tumblr
- * MySpace
- * LinkedIn
- * FaceBook Fan Pages
- * Google+
- * About.Me (Social media account aggregator site)
- * BebelMouse (Social media account aggregator site)
- Vizify (Social media account aggregator site)

14. SOCIAL MEDIA MANAGEMENT TOOLS & SERVICE PROVIDERS/FIRMS

- * HootSuite
- * SocialOomph
- * Kinetic Social
- * Spruce Media
- * The Buddy Group
- * MediaBrix
- * One Public
- * Get Perception
- * Appsavvy
- * Mediacom Interaction

MANHATTAN CHAMBER OF COMMERCE
RESOURCES FOR SMALL BUSINESSES

THE CHAZIN GROUP

➔ Plan ➔ Launch ➔ Grow...Your Business

15. BLOGGING SERVICES / RESOURCES

- * WordPress: The industry standard. Integrates easily with your website.
- * Google Blogger: Free, e-z to get started with, very user-friendly interface.
- * [BlogWild](#)

16. SALES TRAINING

- * Sandler Institute
 - Criteria for Success

17. BUSINESS SUPPORT SERVICES

- * [Workshop in Business Opportunities \(WIBO\)](#)
- * [New Jersey Entrepreneurial Network](#)
- * [Big Happens Here](#) website for NY-based start-ups
- * [NYC Business Solutions Center](#)
- * [NYC Business Solutions Center Business Library](#)
- * Small Business Administration
- * SCORE
- * Chambers of Commerce
- * [Industrial Technology Assistance Corp.](#)
- * [The SUNY Levin Institute](#)
- * [Marion Ewing Kauffman Foundation](#)
- * [NJ Economic Development Authority](#)
- * Register your business in NY: www.dos.ny.gov/corps/index.html
- * Register your business in NJ: <https://www.state.nj.us/treasury/revenue/dcr/filing/leadpg.htm>

MANHATTAN CHAMBER OF COMMERCE
RESOURCES FOR SMALL BUSINESSES

THE CHAZIN GROUP

➔ Plan ➔ Launch ➔ Grow...Your Business

18. BUSINESS INCUBATORS

- * Sunshine NYC <http://sunshineny.com>
- * <http://bianys.com> Biz Incubation Assn. of New York
- * [Long Island High Technology Incubator](#)
- * [NYC Bio Science Initiative](#)
- * Incubate NYC
- * Brooklyn bioBAT
- * [Business Incubator Association of New York State](#)
- * NYU Poly:
 - DUMBO Tech Incubator
 - 6 MetroTech Center – Brooklyn, NY
 - Varick Street Incubator, New York, NY
- * Hive at 55, 55 Broad Street, New York, NY
- * NYC Seed www.nycseed.com
- * Astia
- * IndieGrove: Jersey City, NJ
- * Tech Launch: techlaunch.com
- * Entrepreneurs Commons
- * Open Coffee Club
- * Sunshine Bronx, NY
- * Chubby Brain
- * Entrepreneurs Roundtable Accelerator
- * First Growth Network
- * Dream It Ventures www.dreamitventures.com
- * The Founder Institute www.fi.com
- Varick Street Incubator

19. VENTURE CAPITALISTS/ANGEL INVESTOR FIRMS

- * [New York Angels](#)
- * [Long Island Angel Network](#)
- * JumpStart NJ Angel Network
- * Union Square Ventures
- * Women 2.0: www.women2.org
- * Venture Assn. of NJ: www.vanj.com
- * Chubby Brain: www.chubbybrain.com

MANHATTAN CHAMBER OF COMMERCE
RESOURCES FOR SMALL BUSINESSES

THE CHAZIN GROUP

➔ Plan ➔ Launch ➔ Grow...Your Business

20. NON-TRADITIONAL FUNDING RESOURCES / MICRO-LENDERS & CROWD SOURCING

- * Rising Tide Capital
- * www.Kickstarter.com: Crowd Sourcing
- * www.RocketHub.com: Crowd Sourcing
- * www.IndieGoGo.com: Crowd Sourcing
- * Business Outreach Center: www.bocnet.org/boc/micro_loan_program.asp
- * Association for Enterprise Opportunity

21. PRESENTATION SOFTWARE TOOLS/RESOURCES

- * PowerPoint
- * Prezi: prezi.com
- * SlideRocket: www.sliderocket.com
- * Slideshare: Great website to upload your own presentations: www.slideshare.net

22. REALLY SIMPLE SYNDICATION (RSS) FEED SERVICES

- What is an "RSS" www.cnn.com/services/rss/

23. CLIENT RELATIONSHIP MANAGEMENT / CONTACT MANAGEMENT SYSTEMS

- * For information on cloud-based CRM solutions:
www.pcworld.com/businesscenter/article/193463/put_cloud_crm_to_work.html
- * www.Zoho.com
- * Act!
- * Salesforce.com
- * BuyFolio (for real estate)
- * Goldmine
- Highrise – www.highrisehq.com

24. WOMEN & MINORITY BUSINESS ORGANIZATIONS/RESOURCES

- * National Assn. Women Business Owners
- WWW.BENC.ORG
- Black Owned NY
- www.score.org/minority_resources.html
- www.sba8a.com
- www.LadiesWhoLaunch.com

MANHATTAN CHAMBER OF COMMERCE
RESOURCES FOR SMALL BUSINESSES

THE CHAZIN GROUP

➔ Plan ➔ Launch ➔ Grow...Your Business

25. GRANTS

[a. Small Business Innovation Research Grant](#)

26. ACCOUNTING & FINANCE PACKAGES

- * Peachtree
- * QuickBooks
- * Quicken

27. FRANCHISING SERVICE PROVIDERS

- * International Franchise Association
- * The Kensington Company
- * MSM Franchising Consultants, Clemmons, NC

28. CREDIT RATINGS AGENCIES/SERVICE PROVIDERS

- * Experian
- * Equifax
- Trans Union
- www.annualcreditreport.com

29. EMPLOYEE & CUSTOMER RANT/FEEDBACK WEBSITES FOR GATHERING COMPETITIVE INTELLIGENCE AND ORGANIZATIONAL BACKGROUND INFORMATION

- * Jigsaw
- * PissedConsumer.com
- * RipOffReport.com
- * Gripevine
- * Indeed.com
- * Yelp
- * Glassdoor
- * InfoArmy (Start-Up)

30. WEB/INTERACTIVE MARKETING RESOURCES/ASSOCIATIONS

- * Web Marketing Assn. www.webmarketingassociation.org/wma
- * Internet Marketing Assn. www.imanetwork.org
- * eMarketing Assn. www.emarketingassociation.com
- * International Internet Marketing Assn. www.iimaonline.org

MANHATTAN CHAMBER OF COMMERCE
RESOURCES FOR SMALL BUSINESSES

THE CHAZIN GROUP

➔ Plan ➔ Launch ➔ Grow...Your Business

25. GRANTS

[a. Small Business Innovation Research Grant](#)

26. ACCOUNTING & FINANCE PACKAGES

- * Peachtree
- * QuickBooks
- * Quicken

27. FRANCHISING SERVICE PROVIDERS

- * International Franchise Association
- * The Kensington Company
- * MSM Franchising Consultants, Clemmons, NC

28. CREDIT RATINGS AGENCIES/SERVICE PROVIDERS

- * Experian
- * Equifax
- Trans Union
- www.annualcreditreport.com

29. EMPLOYEE & CUSTOMER RANT/FEEDBACK WEBSITES FOR GATHERING COMPETITIVE INTELLIGENCE AND ORGANIZATIONAL BACKGROUND INFORMATION

- * Jigsaw
- * PissedConsumer.com
- * RipOffReport.com
- * Gripevine
- * Indeed.com
- * Yelp
- * Glassdoor
- * InfoArmy (Start-Up)

30. WEB/INTERACTIVE MARKETING RESOURCES/ASSOCIATIONS

- * Web Marketing Assn. www.webmarketingassociation.org/wma
- * Internet Marketing Assn. www.imanetwork.org
- * eMarketing Assn. www.emarketingassociation.com
- * International Internet Marketing Assn. www.iimaonline.org

MANHATTAN CHAMBER OF COMMERCE

RESOURCES FOR SMALL BUSINESSES

THE CHAZIN GROUP

➔ Plan ➔ Launch ➔ Grow...Your Business

31. MARKETING RESOURCES

- * Prologger.com great resource for learning how to blog
- * Duct Tape Marketing: www.DuctTapeMarketing.com
- * Frugal Marketing: <http://frugalmarketing.com>

32. DATA AGGREGATORS make sure your business listing is correct:

- Localeze
- InfoGroup
- Acxiom
- UBL

33. DIRECTORY LISTING SERVICE PROVIDERS

- Yext
- Yelp
- Cricket
- Yellowbook
- Merchant Circle
- Tom Tom

34. ONLINE COLLABORATION TOOLS

- Do.com
- Trello
- Asana
- Skype
- Google Circles Hangout
- Web RTC
- Teambox
- Skydrive Pro

RESOURCES FOR SMALL BUSINESSES



MANHATTAN
CHAMBER OF
COMMERCE