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UA62/3 June Newsletter

Kentucky Small Business Development Center

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Greetings,

Tonight at 6pm at the Caroll Knicely Center we are co-sponsoring an event with SBA entitled "How to Maximize Profits in the Upcoming Recovery - Tips to Manage your Small Business."

Click [here](#) for details and to register. (it is free!)

Additionally, you now have the capability to join our workshops from anywhere. Every Thursday at noon click [here](#) to watch our workshops streaming live. If you can't make it, they are archived for viewing at any time.

This Thursday - GOALS!

Also, sign up for free one-on-one counseling [here](#) and to learn more about entrepreneurship classes and the CEI at WKU, click [here](#).

Have a great day!

Adam Brownlee

Director, WKU SBDC

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Cash Flow Day

Find us on Facebook 

Developing a Framework

Injecting Structure Into Your Business

Mission, Vision and GOALS!



In any business or organization it is important to have an overarching umbrella, a fountainhead, a constitution. This can be developed in the mission statement. The mission statement is the starting point for the framework of your business and provides the purpose for being in business.

The mission statement should be followed by the vision, or aspirations going forward, followed by goals or the specific measures that you wish to hit and then strategies, tactics and actions.

If you truly wish to systematize your business and build a solid framework for success then you must start with a mission statement.

Below is the strategic planning pyramid which begins with the mission statement and trickles down to your vision, mission goals, strategies, actions and tactics.

—

Get Rich on Your Lunch Break

Join us every Thursday at noon for workshops that will teach you how to build better business systems and how to become financially independent.

Upcoming Workshops:

Maximize Profits: How to Position Your Business for the Coming Recovery

GOALS!

All of our workshops will be streamed live, every Thursday at noon.

[Click to watch!](#)



Funded in part through a cooperative agreement with the U.S. Small Business Administration.

All opinions, conclusions, or recommendations are those of the author(s) and do not necessarily reflect the views of SBA.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Adam Brownlee, 1906 College Heights Blvd., #61086, Bowling



If you want to learn more on how to develop a mission statement, go to our archived workshops by clicking [here](#).

In addition, this Thursday at noon we will be conducting another workshop on goal setting for business and personal.

Click [here](#) to watch and click wkusmallbiz.com to register. It is free!

Hidden Spock Contest

Starts this week!

Each week during our streaming workshops (from 12-1 on Thursdays, watch [here](#)), we are hiding a Star Trek Spock Bobblehead somewhere in the background.

As soon as you see Spock, email us at wkusmallbiz@gmail.com and tell us where he is. The first person to find Spock each week will be sent a free gift!



Green, KY 42101. 1-270-745-1905.



Quick Links

[Contact Us!](#)

[Register for a Workshop](#)

[Resources](#)

wkusbdc.com

[KSBDC](#)

[SBA](#)

[IRS](#)

Thanks for taking the time to read our newsletter and for passing it along to folks who might be interested in its content and our services. Please contact us at wkusmallbiz.com if you are starting a small business or if you

need a tune-up.

We look forward to serving you.

Sincerely,

Adam Brownlee
Director, WKU SBDC

adam.brownlee@wku.edu

wkusmallbiz.com

**Save
100%**

Our one-on-one coaching is free, always.* If you would like to discuss the above topics, develop a business plan, franchise prototype manual, financial projections or web site or attend one of our workshops, go to wkusmallbiz.com, click on "Contact Us," enter your information and a special little message that preferably comments on how cool we are.

Check out our upcoming workshops under the training tab.

*There is no catch to this. We are grant funded. Our services are free. This is not a teaser rate in which we bait you to sign you up for fee-based services. We do not force you to look at time shares for hours on end in order to receive admission to Disney World. We do not have a water park, animatronic pirates nor a jolly, rodent mascot. We have coffee, and if there is any left, we will offer you a cup.

Offer Expires: Never