



General Business Questions



How Do I Find Basic Business Information?

How do I find the top local businesses?

- Northern Colorado Business Report's Book of Lists MAIN Ready Ref.
- Larimer County Business Index <http://www.co.larimer.co.us/business/demographics.htm>

How do I find demographic information?

- Larimer County Business Index <http://www.co.larimer.co.us/business/demographics.htm>
- Labor Market Analysis <http://lmigateway.coworkforce.com/lmigateway/> This is a gateway to labor, workforce and demographics for Colorado.
- U.S. Census Bureau <http://www.census.gov/> Go to American FactFinder and/or American Community Survey. This will take you to Fort Collins and Larimer County.
- Community Sourcebook of ZIP Code Demographics MAIN Bus. Ref. 304.60973 Community 2009. Lifestyle, demographic, financial information by ZIP code.

How do I find information about my competitors?

- Who are my competitors? Go to Reference USA <http://poudrelibraries.org/research/databases.html#business>
- Market Share Reporter MAIN Bus. Ref. 380.105 Market 2009 Vol. 1 & 2
- James J. Hill Library/Kauffman Foundation www.biztoolkit.com Free Access
- What is their revenue and where are they? Reference USA is the best place for this.
- Pricing their services (There is not much on this, but Google *Professional Pricing Society* <http://www.pricingsociety.com> for some leads.)

Where can I find information on how to start a business?

- Colorado Business Resource Guide is a free booklet in MAIN Bus. Ref. or online at: http://www.larimer.org/business/business_index.htm
- Small Business Administration – Starting a Business <http://www.sba.gov/smallbusinessplanner/index.html>
- James J. Hill Library/Kauffman Foundation: www.biztoolkit.com Free Access
- Entrepreneur Magazine website: <http://www.entrepreneur.com/bizstartups>
- State of Colorado Business website: <http://www.colorado.gov/archive/20080527/colorado-doing-business/start-business.html>
- Use the Library's **Business Plans** guide, available online: <http://library.fcgov.com/adult/business/>
- Small Business Development Center (SBDC): <http://www.sbdc-larimer.com/> Attend a workshop http://www.sbdc-larimer.com/sbdc_workshop_schd.html; Register online as a client.

Where can I find information on how to invest money?

- Use the Library's **Guide to Investment Research Online and Free** – online at <http://library.fcgov.com/adult/business/>
- Visit the Library's MAIN and HARMONY Nonfiction 332 section for good basic books.
- Develop an Investment Library, include Wall Street Journal, Barron's, Investor's Business Daily, Consumer Reports' Money Advisor <http://library.fcgov.com/adult/business/>

Where do I get stock quotes?

- Go to <http://finance.yahoo.com> or <http://moneycentral.msn.com/home.asp> Enter the ticker symbol or the name of your company, or go to their "Investing" links.

How do I logon to Value Line?

- We're working on this, but go to Value Line through the Library's database page <http://poudrelibraries.org/research/databases.html#business> Link to Value Line – My Account (ignore “Account Error”) – Link to Stocks on left bar.

How do I find sample business plans?

- Use the Library's guide: **Business Plans** online at <http://library.fcgov.com/adult/business/>
- Use the Small Business Resource Center <http://poudrelibraries.org/research/databases.html#business> – Small Business Resource Center.
- Take a look at the Business Plans Handbook in the MAIN Bus. Ref. 658.4012
- Link directly to the Small Business Administration: [<http://www.sba.gov/smallbusinessplanner/index.html>](http://www.sba.gov/smallbusinessplanner/index.html)
- Attend a class at Small Business Development Center <http://www.sbdc-larimer.com/>
- James J. Hill Library/Kauffman Foundation: www.biztoolkit.com Free Access – mark this as a favorite!

How do I find information on Marketing?

- Link to the Library's guide: **Marketing Research and Resources:** online at <http://library.fcgov.com/adult/business/>
- Link directly to SBA for marketing basics: <http://www.sba.gov/smallbusinessplanner/manage/marketandprice/index.html> and SBA Market and Sell page
- American Marketing Association has a ton of ideas, best practices, archived marketing classes <http://www.marketingpower.com/>
- Attend a class at SBDC <http://www.sbdc-larimer.com/> on Marketing.
- Again, always use these websites: <http://www.biztoolkit.com> and <http://www.sba.gov>

How do I get more help?

Contact the Poudre River Public Library District's business librarian: Anne Macdonald amacdonald@fcgov.com

Always keep <http://www.biztoolkit.org> and <http://www.sba.gov> as your favorites.

Link to <http://library.fcgov.com/adult/business/> for this and other online guides:

100 Best Websites for Business and Investment
Business Plans
Company Information
Economic Gardening
General Business Questions – “How Do I?”
General Investment Questions – “How Do I?”
Industry Information
Industry Information in Ten Steps
Information Sources for Business Startup
Information Sources for Nonprofits
Investment Research Online and Free
Library and Online Resources to Help with Your Business Plan
Legal Structure of a Business
Marketing Research and Resources
Marketing Research Online and Free
Top Ten Most Frequently Asked Questions about Starting a Business in Colorado