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Ask SCORE for Business Advice
SCORE Naples
www.scorenaples.org
*"Servicing Naples
Area Businesses"*



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SCORE E-Newsletter

November 2007

The topic of our next regular workshop is:

Bookkeeping and Record Keeping

Join us on **Saturday, November 17, 2007** from **9:30am-12:30pm** at **Collier County Public Library** (at 650 Central Avenue in Naples) where we will focus on the basic requirements for keeping financial books and records to effectively run your small business.

The instructor is retired Canadian Chartered Accountant Henry Rambacher who has been a SCORE counselor for 19 years. In addition to the hands-on exercises and materials, SCORE Naples Chairman Gregory Nelson will follow along with the presentation demonstrating the QUICKBOOKS® accounting software for use by small businesses.

[Click here to view the complete workshop flyer](#)

or, cut and paste the following link into your browser:
<http://www.scorenaples.org/workshop.pdf>

To register for this workshop, visit our website at www.scorenaples.org and click on **WORKSHOPS**, and then

on **SIGN UP!** or, call us at (239)430-0081.

SCORE News

SCORE Naples offers two new workshop series:

SCORE Naples has just announced two new workshop series, each of which is a four session program concentrating on a particular topic.

The first, **FUNDAMENTALS OF NEGOTIATIONS**, will be offered over a two week period beginning on January 28, 2008 (www.scorenaples.org/negotiations.htm).

The second, **DEVELOPING A BUSINESS PLAN** will be offered over a four week period beginning February 2, 2008 (www.scorenaples.org/busplan.htm).

Customer Service Tips:

- Create a corporate attitude geared towards Golden customer service;
- Take responsibility for problems and short-comings;
- Rather than finger point, be part of the solution;
- Hire staff with a customer service orientation;
- Underpromise and Overdeliver;
- Make golden customer service part of your company's strategy, marketing and competitive edge.

Free Accounting Software:

RealEasyBooks, Inc. has offered a permanent free license to their ezREB small business accounting software to all SCORE clients. This offer is good until the *end of 2007*. For complete details, see www.scorenaples.org/library/accounting.pdf.

Selling Online:

- Be descriptive: focus on education and complete information to ensure the closing of a sale, especially expensive items.
- Focus on top quality visuals including ability to zoom and rotate
- Give golden customer service



Going Green: How to Save the Planet at Work

by Amy Fleischer

You care about the environment. You ask for paper instead of plastic. You toss your Coke cans, milk jugs, and newspapers in the recycle bin. You're thinking about making your next car a hybrid. SCORE and Audubon of Florida's Corkscrew Swamp Sanctuary are teaming up to help you take the next step: It's time to green your business.

Each month we'll spotlight an easy way to make a big difference. From improving your energy efficiency (and lowering your utility bills) to using environmentally friendly cleaning products (and making your workplace safer), we've done the research for you: We'll tell you what to do and why it matters . . . and help you save a few bucks along the way.

In December's issue, we'll be celebrating the spirit of the season with ideas for green gift baskets and holiday cards. As we get into gear in the New Year, we want to hear from you: your questions, your concerns, your success stories. By e-mailing us you'll be entered into a raffle to win a day pass to Corkscrew Swamp Sanctuary!

Here's one thing you can do today: Shut down your computer and monitor when you leave work, instead of just logging off.

Audubon of Florida's Corkscrew Swamp Sanctuary is a watershed system that is managed to maintain the native plants and animals and preserve the natural processes that have been occurring for thousands of years. The 13,000 acre property includes the last stand of virgin bald cypress trees existing in the United States. Visitors can enjoy the Sanctuary from a 2-1/4 mile boardwalk and expand their knowledge of ecosystems in southwest Florida at the Blair Audubon Center. Learn more at www.corkscrew.audubon.org.

This Month's Business Links on the Web:

Good Clean Tech, the Independent Guide to Ecotechnology: Visit www.goodcleantech.com.

Need Legal Advice?: Legal documents, advice and information for your business or family at: www.nolo.com

Ever wonder what that process was running on your system?: Check out www.processlibrary.com to find out.

Looking for an Office Suite that is Collaborative and FREE?: Try <http://docs.google.com>.

Virtual Trade Shows: Boost sales without incurring travel costs by attending/sponsoring a virtual trade show. Learn more at www.ecomxpo.com.

Book Review: TRUTH (Amazon \$24.95) by marketing consultant Lynn Upshaw teaches about integrity marketing and how telling the truth can improve your bottom line. www.amazon.com/Truth-Rules-Marketing-Skeptical-World/dp/0814473768

Free PowerPoint Templates at: www.office.xerox.com/small-business/resources/microsoft-powerpoint-templates/enus.html

Daylight Savings Time Reminder: Don't forget to set your clocks back 1 hour on November 4th (2am) for daylight savings time.

Past Newsletters: SCORE E-Newsletters by following the links below:
[May 2007](#) [June 2007](#) [July 2007](#) [Aug 2007](#) [Sep 2007](#) [Oct 2007](#)

Become a SCORE Volunteer

Are you looking for an opportunity to give something back to the community? We are looking for a few outstanding, talented men and women willing to share their business knowledge and experience.

As a SCORE volunteer, you will join a congenial group of skilled business professionals who volunteer a few days every month to counsel and help small businesses succeed.

Why not get the facts and decide whether or not SCORE is for you. Call 239-430-0081 or visit www.scorenaples.org/joinus.htm for more information about helping small businesses succeed.

We have immediate needs for full-time resident volunteers to help us with year-round counseling needs. Bi-lingual counselors needed to help with programs geared towards the growing Hispanic population.

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Note: You are receiving this email because you have had contact with SCORE either as a workshop attendee, received counseling, and/or had other contact with us in which you supplied us with your email address. Please unblock emails from score@scorenaples.org from any blocked senders email list. If you do not wish to receive future e-mailings of this newsletter please inform us by going to our Subscription Removal page on our website at www.scorenaples.org/removeme.htm and we will promptly remove you from our email list.



SBA SCORE is a Resource
Partner with the U.S. Small
Business Administration

This newsletter has been
brought to you by:

SCORE Naples
900 Goodlette Road North, 2nd Floor
Naples, FL 34102
(click [HERE](#) for directions to our office)

Telephone: (239)430-0081
FAX: (239)430-0082
Email: score@scorenaples.org

Office Hours: Mon-Fri 9am-noon