



minding your business

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Entrepreneurial Inspiration @ The Library

ENTREPRENEURSHIP has quite the buzz these days.

The title of a recent Inc. magazine special report cover story sums up the excitement: “Bring on the Entrepreneurs! Our highly practical, eminently doable, totally reasonable plan to revitalize the American dream and create thousands (upon thousands) of new companies and millions of new jobs.”

Easy, right? But is starting a business right for you? From idea generation to writing a business plan, acquiring funding, getting the right licenses and opening your doors (physical or otherwise), the process can seem daunting. But the benefits of starting a business can include personal rewards and even contribute to a stronger economy.

We’ve heard the statistics: Small businesses generate 65 percent of new jobs and employ half of all private sector employees (U. S. Department of Commerce). Locally, our region has many economic benefits helpful to business start-ups. The Springfield Business Development Corporation reports statistics from CNBC and CNNMoney.com that Missouri and Springfield are recognized for low business costs and job growth. New business development is integral to the success of our community.

Besides contributing to economic growth for the region and nation, entrepreneurship can provide personal benefits. There is a crop of new resources providing inspiration and encouragement to would-be entrepreneurs. Authors like Timothy



Ferriss and Ramit Sethi are motivating people in their 20s and 30s to increase their income while freeing up more time to do what they love by starting a business.

The baby boomer generation is another group seeking personal and financial fulfillment through entrepreneurship. The Kauffman Foundation highlights that in 2009, adults ages 55-64 continued a two-year upward trend for entrepreneurial activity. New books such as “BoomerPreneurs” provide targeted advice to this group.

Resources for business plans, consumer and market research, management and marketing texts, as well as popular magazines and the latest must-read business books are available at the Springfield-Greene County Library District. This issue of Minding Your Business includes references for the article and books mentioned here, plus lots of other great entrepreneurial idea-starters available at the Library.

Get More **Minding Your Business** at thelibrary.org/mindbus

Books

Boomerpreneurs : How Baby Boomers Can Start Their Own Business, Make Money and Enjoy Life by M. B. Izaard, 2010.

338.04 B

Business Stripped Bare: Adventures of a Global Entrepreneur by Richard Branson, 2008.

650.1 F

The 4-Hour Work Week: Escape 9-5, Live Anywhere, and Join the New Rich by Timothy Ferriss, 2007.

650.1 J

32 Ways to Be a Champion in Business by Earvin "Magic" Johnson, 2008.

650.1 V

Crush It! Why Now is the Time to Cash in on Your Passion by Gary Vaynerchuk, 2009.

658.022 S

The Small Business Bible: Everything You Need to Know to Succeed in Your Small Business by Steven D. Strauss, 2008.

CyberTour

springwise.com Their 8,000 contributors are constantly scanning the globe for up-and-coming business ideas.

www.sba.gov/50plusentrepreneur Targeted advice for the 50+ age group, direct from the SBA.

www.womenentrepreneur.com From Entrepreneur Magazine, this site gives specific advice for women entrepreneurs.

ecopreneurist.com Check out this site for the latest news on green and sustainable businesses and practices.

Ask a Business Expert



Get a free orientation to the Library's business services with Business Librarian **Kelly Miller**. If you have a specific area of interest, Kelly will direct you to the information. For an appointment, call 883-5341, or e-mail kellym@thelibrary.org.

Business Periodicals

Highlights from the Library's extensive selection of business-related magazines and newspapers

"Bring on the Entrepreneurs!" *Inc.*, 07-08/10, p. 76. Subtitled: Our highly practical, eminently doable, totally reasonable plan to revitalize the American dream and create thousands (upon thousands) of new companies and millions of new jobs.

"Dream Companies," *Inc.*, 10/10, p. 64. How to launch your dream company. Includes profiles of several successful start-ups, including an artisan ice cream truck business and a creator of a children's book application.

A blue graphic with several white question marks of varying sizes and a white silhouette of a person's head and shoulders. The background has a subtle pattern of question marks.

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