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## 10 Minute Trainings: Are your startup clients feeling lost?

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### RESOURCE ALERT: Startup Roadmap



## A Step-by-Step Guide for Starting a Business

Even with a great mentor, starting a business from scratch can be overwhelming, so SCORE created the [Startup Roadmap](#) to help pave the way. Divided into easy-to-process chapters, this guide starts with the question "**Are you ready to own a business?**" and walks clients through every step of the journey - including finance, staffing, marketing, and more.

### Using the Startup Roadmap with your Clients

As mentors, you likely already know much of what the roadmap has to offer, but this ready-resource is designed to support your efforts and will help your clients stay focused and on-track in between meetings.

### Get to know the Material

Before you start using the guide with your clients, it's important that you are first comfortable with its contents. You can [register online](#) to explore Roadmap from the client side, or dig into the companion [Mentor Guide](#) that will give you tips and tricks on how to coach your clients through the course and enhance their experience.

### Choose the Right Clients

The Startup Roadmap isn't necessarily the right choice for every client, but it can be especially helpful for those who are starting from zero and have no idea where to start, or who struggle with knowing what to do next. It can also be useful to more experienced entrepreneurs to encourage them to slow down not skip over any critical steps.

### Trust Yourself

While the Startup Roadmap is a great tool for more finding more consistency when mentoring new business owners, it's by no means the only path. Every mentor brings their own knowledge, experience, and intuition into every client experience. You can take the Roadmap as whole, or pull out the concepts that inspire you the most. We trust you to work your mentor magic! 🏆

### Need more SCORE resources?

Check out the [National site](#) for more helpful small business resources. Also, take a look at the [SCORE knowledgebase \(help.score.org\)](#) for answers to common questions, guides, and resources.



## The suggestion box is open!

We're always looking for new ideas for trainings, workshops, recruiting, and general ways to make the organization a better, happier, and better-run place. Tell us what's on your mind!

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