



# THE CHAZIN GROUP

Plan > Launch > Grow > Your Business

## 1. PERSONAL ASSESSMENT TOOLS

- To see if you **have what it takes to be an entrepreneur**, take a test on the Small Business Administration website: [www.sba.gov/starting\\_business/startup/areyouready.html](http://www.sba.gov/starting_business/startup/areyouready.html)
- **Change Style Indicator** by Discovery Learning shows you how receptive you are to change.
- Personality type assessment tests:
  - Myers Briggs Type Indicator
  - Keirsey
  - Brickman
  - DISC tool for Sales professionals

## 2. INDUSTRY RESEARCH

- IBIS World (Industry-specific research): [www.ibisworld.com/industry/home.aspx](http://www.ibisworld.com/industry/home.aspx)
- Key business statistics: [www.BizStats.com](http://www.BizStats.com)
- Small Business Administration advocacy & support: [www.sba.gov/advocacy](http://www.sba.gov/advocacy)
- Occupational Outlook Handbook: [www.bls.gov/ooh](http://www.bls.gov/ooh)
- Industrial Reports: [www.census.gov/manufacturing/cir/index.html](http://www.census.gov/manufacturing/cir/index.html)
- E-commerce research: [www.census.gov/eos/www/ebusiness614.htm](http://www.census.gov/eos/www/ebusiness614.htm)
- Mintel Reports (Industry-specific research): [www.Mintel.com](http://www.Mintel.com)
- [NY Public Library Small Business Resource Center](#)
- U.S. Census FactFinder (NY Demographic/geographic data): [factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml](http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml)
- New York City Community District Profiles: [www.nyc.gov/html/dcp/html/lucds/cdstart.shtml](http://www.nyc.gov/html/dcp/html/lucds/cdstart.shtml)
- New Jersey State Library: [www.jerseyclicks.org/homepages/jclicks/jclicksclassic.asp](http://www.jerseyclicks.org/homepages/jclicks/jclicksclassic.asp)

## 3. BUSINESS INFORMATION PROVIDERS

- Moody's: [www.moodys.com](http://www.moodys.com)
- Hoover's: [www.hoovers.com](http://www.hoovers.com)
- Gale Encyclopedia of Associations, Directory of Publications & Broadcast Media, Encyclopedia of Business Information Sources, Encyclopedia of Management and Small Business Management, consultant's and consulting Organizations directory.
- SEC Edgar dbase for quarterly & annual reports from publicly-traded companies: [www.sec.gov/edgar.shtml](http://www.sec.gov/edgar.shtml)

## 4. BUSINESS NETWORKING EVENTS/ORGANIZATIONS

- NYXPO for Business

- BNI
- Chambers of Commerce
- NJ Tech Meet Up
- NY Tech Meet Up
- NYC Business Networking Group

#### 5. LIST RENTAL SERVICE PROVIDERS

- Dun & Bradstreet: [www.dnb.com](http://www.dnb.com)
- Info USA (Reference USA)

#### 6. BUSINESS PLAN DEVELOPMENT TOOLS

- <http://bonny-albo.suite101.com/business-plan-industry-section-a42502>
- <http://businessplanfairy.com/business-plan-deal-breakers/business-plan-deal-breakers/industry-analysis>

#### 7. CLIENT SURVEY TOOLS

- SurveyMonkey: [www.surveymonkey.com](http://www.surveymonkey.com)
- Zoomerang: [www.zoomerang.com](http://www.zoomerang.com)
- PollDaddy: [www.polldaddy.com](http://www.polldaddy.com)

#### 8. WEB HOSTING SERVICE PROVIDERS

- GoDaddy!
- 1&1: [www.1and1.com](http://www.1and1.com)
- Yahoo!
- HostGator
- Constant Contact
- WordPress
- Template Monster -

#### 9. WEBSITE DEVELOPMENT TOOLS

- [www.wix.com](http://www.wix.com)
- [www.shopify.com](http://www.shopify.com)

#### 10. WEBSITE ANALYTICS TOOLS

- Piwik
- FireStats
- Snoop
- Yahoo! Web Analytics
- Google analytics
- BBClone

- Woopra
- JAWStats
- 4Q
- MochiBot
- Grape Web Stats

### 11. ONLINE SUPPORT RESOURCES

- [www.Elance.com](http://www.Elance.com)
- [www.guru.com](http://www.guru.com)
- [WWW.Sprouter.com](http://WWW.Sprouter.com)

### 12. E-MAIL SERVICE PROVIDERS

- Mail Chimp
- Constant Contact
- CheetahMail
- Top 19 free e-mail services: [http://email.about.com/od/freemailreviews/tp/free\\_email.htm](http://email.about.com/od/freemailreviews/tp/free_email.htm)

### 13. SOCIAL MEDIA PLACES TO HANG OUT/SOCIALIZE

- **PartnerUp** for finding partners
- **StartUpNation** for entrepreneurs
- **Biznik** for entrepreneurs
- **Cofoundr** for entrepreneurs
- **The Funded** for entrepreneurs for entrepreneurs for entrepreneurs
- Pinterest
- Twitter
- MeetUp
- FourSquare
- Tumblr
- MySpace
- LinkedIn
- FaceBook Fan Pages
- Google+
- About.Me (Social media account aggregator site)
- BebelMouse (Social media account aggregator site)
- Vizify (Social media account aggregator site)

### 14. SOCIAL MEDIA MANAGEMENT TOOLS & SERVICE PROVIDERS/FIRMS

- HootSuite
- SocialOomph
- Kinetic Social
- Spruce Media

- The Buddy Group
- MediaBrix
- One Public
- Get Perception
- Appsavvy
- Mediacom Interaction

#### 15. BLOGGING SERVICES / RESOURCES

- WordPress: The industry standard. Integrates easily with your website.
- Google Blogger: Free, e-z to get started with, very user-friendly interface.
- [BlogWild](#)

#### 16. SALES TRAINING

- Sandler Institute
- Criteria for Success

#### 17. BUSINESS SUPPORT SERVICES

- [Workshop in Business Opportunities \(WIBO\)](#)
- [New Jersey Entrepreneurial Network](#)
- [Big Happens Here](#) website for NY-based start-ups
- [www.nyc.gov/businessexpress](http://www.nyc.gov/businessexpress) - To register your business in New York.
- [NYC Business Solutions Center](#)
- [NYC Business Solutions Center Business Library](#)
- Small Business Administration
- SCORE
- Chambers of Commerce
- [Industrial Technology Assistance Corp.](#)
- [The SUNY Levin Institute](#)
- [Marion Ewing Kauffman Foundation](#)
- [NJ Economic Development Authority](#)
- Register your business in NY: [www.dos.ny.gov/corps/index.html](http://www.dos.ny.gov/corps/index.html)
- Register your business in NJ: <https://www.state.nj.us/treasury/revenue/dcr/filing/leadpg.htm>

#### 18. BUSINESS INCUBATORS

- Sunshine NYC <http://sunshineny.com>
- <http://bianys.com> Biz Incubation Assn. of New York
- [Long Island High Technology Incubator](#)
- [NYC Bio Science Initiative](#)
- Incubate NYC
- Brooklyn bioBAT

- [Business Incubator Association of New York State](#)
- NYU Poly:
  - DUMBO Tech Incubator
  - 6 MetroTech Center – Brooklyn, NY
  - Varick Street Incubator, New York, NY
- Hive at 55, 55 Broad Street, New York, NY
- NYC Seed [www.nycseed.com](http://www.nycseed.com)
- Astia
- IndieGrove: Jersey City, NJ
- Tech Launch: [techlaunch.com](http://techlaunch.com)
- Entrepreneurs Commons
- Open Coffee Club
- Sunshine Bronx, NY
- Chubby Brain
- Entrepreneurs Roundtable Accelerator
- First Growth Network
- Dream It Ventures [www.dreamitventures.com](http://www.dreamitventures.com)
- The Founder Institute [www.fi.com](http://www.fi.com)
- Varick Street Incubator

#### 19. VENTURE CAPITALISTS/ANGEL INVESTOR FIRMS

- [New York Angels](#)
- [Long Island Angel Network](#)
- JumpStart NJ Angel Network
- Topstone Angels
- Union Square Ventures
- Women 2.0: [www.women2.org](http://www.women2.org)
- Venture Assn. of NJ: [www.vanj.com](http://www.vanj.com)
- Chubby Brain: [www.chubbybrain.com](http://www.chubbybrain.com)

#### 20. NON-TRADITIONAL FUNDING RESOURCES / MICRO-LENDERS & CROWD SOURCING

- Rising Tide Capital
- [www.Kickstarter.com](http://www.Kickstarter.com): Crowd Sourcing
- [www.RocketHub.com](http://www.RocketHub.com): Crowd Sourcing
- [www.IndieGoGo.com](http://www.IndieGoGo.com): Crowd Sourcing
- Business Outreach Center: [www.bocnet.org/boc/micro\\_loan\\_program.asp](http://www.bocnet.org/boc/micro_loan_program.asp)
- Association for Enterprise Opportunity

#### 21. PRESENTATION SOFTWARE TOOLS/RESOURCES

- PowerPoint

- Prezi: [prezi.com](http://prezi.com)
- SlideRocket: [www.sliderocket.com](http://www.sliderocket.com)
- Slideshare: Great website to upload your own presentations: [www.slideshare.net](http://www.slideshare.net)

## 22. REALLY SIMPLE SYNDICATION (RSS) REED SERVICES

- What is an “RSS” [www.cnn.com/services/rss/](http://www.cnn.com/services/rss/)

## 23. CLIENT RELATIONSHIP MANAGEMENT / CONTACT MANAGEMENT SYSTEMS

- For information on cloud-based CRM solutions:  
[www.pcworld.com/businesscenter/article/193463/put\\_cloud\\_crm\\_to\\_work.html](http://www.pcworld.com/businesscenter/article/193463/put_cloud_crm_to_work.html)
- [www.Zoho.com](http://www.Zoho.com)
- Act!
- Salesforce.com
- BuyFolio (for real estate)
- Goldmine
- Highrise – [www.highrisehq.com](http://www.highrisehq.com)

## 24. WOMEN & MINORITY BUSINESS ORGANIZATIONS/RESOURCES

- [National Assn. Women Business Owners](http://National Assn. Women Business Owners)
- [WWW.BENC.ORG](http://WWW.BENC.ORG)
- Black Owned NY
- [www.score.org/minority\\_resources.html](http://www.score.org/minority_resources.html)
- [www.sba8a.com](http://www.sba8a.com)
- [www.LadiesWhoLaunch.com](http://www.LadiesWhoLaunch.com)

## 25. GRANTS

- a. [Small Business Innovation Research Grant](#)

## 26. ACCOUNTING & FINANCE PACKAGES

- Peachtree
- QuickBooks
- Quicken

## 27. FRANCHISING SERVICE PROVIDERS

- International Franchise Association
- The Kensington Company
- MSM Franchising Consultants, Clemmons, NC

## 28. CREDIT RATINGS AGENCIES/SERVICE PROVIDERS

- Experian
- Equifax
- Trans Union
- [www.annualcreditreport.com](http://www.annualcreditreport.com)

### **29. EMPLOYEE & CUSTOMER RANT/FEEDBACK WEBSITES FOR GATHERING COMPETITIVE INTELLIGENCE AND ORGANIZATIONAL BACKGROUND INFORMATION**

- Jigsaw
- PissedConsumer.com
- RipOffReport.com
- Gripevine
- Indeed.com
- Yelp
- Glassdoor
- InfoArmy (Start-Up)

### **30. WEB/INTERACTIVE MARKETING RESOURCES/ASSOCIATIONS**

- Web Marketing Assn. [www.webmarketingassociation.org/wma](http://www.webmarketingassociation.org/wma)
- Internet Marketing Assn. [www.imanetwork.org](http://www.imanetwork.org)
- eMarketing Assn. [www.emarketingassociation.com](http://www.emarketingassociation.com)
- International Internet Marketing Assn. [www.iimaonline.org](http://www.iimaonline.org)

### **31. MARKETING RESOURCES**

- Prologger.com great resource for learning how to blog
- Duct Tape Marketing: [www.DuctTapeMarketing.com](http://www.DuctTapeMarketing.com)
- Frugal Marketing: <http://frugalmarketing.com>

### **32. DATA AGGREGATORS** make sure your business listing is correct:

- a. Localeze
- b. InfoGroup
- c. Acxiom
- d. UBL

### **33. DIRECTORY LISTING SERVICE PROVIDERS**

- a. Yext
- b. Yelp
- c. Cricket
- d. Yellowbook
- e. Merchant Circle

- f. Tom Tom

#### **34. ONLINE COLLABORATION TOOLS**

- a. Do.com
- b. Trello
- c. Asana
- d. Skype
- e. Google Circles Hangout
- f. Web RTC
- g. Teambox
- h. Skydrive Pro