



Serving San Luis Obispo County & Santa Maria Valley

SCORE San Luis Obispo Monthly Newsletter | May 2023 | sanluisobispo.score.org

Dear Readers:

May, May, flowers (and hopefully business) are blooming!

The first week of May is National Small Business Week, so we at SCORE have an additional reason to salute all our clients and small business owners around the country. May Day (May 1st) is celebrated around the world with festivities and has been since the ancient Romans ruled the western world. Since the 18th Century, it's been associated with various Labor Movements. In some countries, May 1st is known as International Workers Day.

As small business owners, you're of course "Management". But as you well know, whether you're a one-person shop or have small staff, more often than not, you're also "Labor".

So, this month, your success has a double reason to be celebrated!

If you're looking to start a business or expand an existing business, SCORE and our always-free resources are here for you. On [our website](#), you can [request a free mentor](#), take a variety of [free workshops](#), and browse our [large library of resources for your business](#).

SCORE San Luis Obispo has the tools you need to keep your business blooming this Spring.



Joe Whitaker
Marketing Chair, SCORE San Luis Obispo

Spotlight on: SCORE Client of the Month



Cate Adams ***Founder/Owner, The House Half Full***

Does the idea of folding laundry or categorizing art supplies make you jump out of bed eager to start the day? How about arranging the pantry or cleaning out the garage? Sorting Tupperware? Consolidating bathroom products? Filing paperwork? No? These tasks may not be your cup of tea but they are what fills Cate Adams's cup. Or maybe it should be said "half fills" it, since the name of her professional organizing business, The House Half Full, is a play on "the glass half full".

A true passion project, The House Half Full enables Cate to do what she loves for people all over southern San Luis Obispo and northern Santa Barbara counties. Cate views clients' cluttered, overwhelmed, chaotic spaces through an optimistic lens, seeing the space's potential to become streamlined, functional, and peaceful. Her favorite clients are those who want to minimize their belongings in order to make room for things they love



the most. She especially loves working with overwhelmed moms. Formerly a stay-at-home mom to two young boys, Cate values practicality over picture-perfectness and her goal is always to have room to breathe, space for calm, and freedom to create. Once their two boys became school-aged, Cate's husband suggested she start her own decluttering and organizing business to help others. This is something she heard so many times before from friends whose homes she would help declutter and organize for fun. Cate has found joy in decluttering and organizing her whole life so she loved the idea but, while clearly very organized, she didn't have a clue how to start a business.

A quick internet search led her to SCORE where she found the resources and personal support necessary to begin. Her mentors have been invaluable, both guiding her in the logistical process from small idea to operating business and acting as cheerleaders in the daunting small business owner world. Most of all, SCORE mentors have shown Cate that you can make a difference in people's lives by using your unique talents and experience to guide them through their individual challenges-just as she aims to do with The House Half Full.

What Every Business Owner Should Know

Attracting, Hiring, & Keeping Good People



There are basically two kinds of people—those who justify failure and those who know how to succeed. On which kind of person would you stake the future of your business? Your business is only as good as the people that you attract and keep. Therefore, it's important you take the time necessary to find the right people; it will save you frustration and valuable time in the long run.

Think of the people you will hire as an investment. When you choose employees, carefully consider they will be with you for a long time and will be an essential ingredient in your success. Look for people who complement your strengths and lessen your weaknesses. Choose those with a record of success. Become familiar with the employment history of potential employees, as people tend to repeat their bad habits. While training is essential, good people are found, not made!

You have to pay employees what they're worth or else they'll choose to work for someone else. However, money is not the only means to attract and hold the best people.

If what you offer your employees is not superior, then you'll be faced with the same situation as not offering your customers superior service.

[READ MORE](#)

Spring into Action with SCORE's Startup Roadmap



SCORE's Startup Roadmap provides a step-by-step, how-to guide for starting a business!

The Startup Roadmap outlines each step in starting a business with information and resources on the most difficult tasks. It also contains tips for working with your mentor on each topic.

Each module of the Startup Roadmap contains:

- **Steps to Success:** A series of steps you complete in order to move on to the next module. Each step contains concrete, actionable tasks to complete, as well as information to help you. Some steps include recommended homework; your mentor may recommend additional work.
- **With Your Mentor:** This section provides suggested topics you can discuss with your mentor. This might include questions you can ask or recommendations on what types of mentors might be best to help you with the current topic.
- **Resources:** Information and resources, including tools, templates, and online workshops, to help you learn more or complete the steps in that module.

[Learn More about the Startup Roadmap](#)

**May is National Small Business Week! Join us
for the Virtual Summit**



Register for the **National Small Business Week Virtual Summit** hosted by the U.S. Small Business Administration and the SCORE Association.

This free, annual online summit is offered to small business owners, entrepreneurs and those aspiring to start their own businesses.

Access valuable federal resources, learn new business strategies, meet other business owners and chat with industry experts! This 2-day, informative event will include recognition for small businesses around the country, educational sessions, online business resources and exciting speakers.

What's Included:

- Educational webinars on popular small business topics
- One-on-one mentoring sessions
- Networking opportunities
- Exhibitor booths
- Free business resources

Don't miss this opportunity to connect with mentors, companies and other business owners to help fuel your success—for free.

[Learn More & Register Here](#)

May SCORE Workshops



[How to Leverage Facebook Marketing for your Business](#)

May 17th, 2023 | 11:30am - 1:00pm

Local social media expert Lacey Clifton-Jensen of @Chicadita will show attendees how to be more effective with Facebook through Insights (analytics), scheduling, events, and Ads Manager (advertising and Boosts) with advanced targeting to increase conversion and ROI. This is an intermediate workshop to help the business owner take their Facebook marketing skills to the next level. All participants should already have a Facebook business page.

[LEARN MORE & REGISTER](#)



[How to Begin Your Business](#)

May 18th, 2023 | 5:00pm - 7:00pm

READY? SET. GO! Starting a business of your own is exciting but we bet you have lots of questions. If you are thinking of starting a business, or have just started one, this workshop is a perfect fit. Topics covered will include the fundamentals of getting started, business operation basics, business plans, and how to use and understand financial reports.

[LEARN MORE & REGISTER](#)

[Business Model Canvas - Just the Ticket!](#)

May 25th, 2023 | 5:00pm - 7:00pm

Looking for a loan, looking for an investor or looking for someone who can understand and help in your business? The Business Model Canvas could be just the ticket for you. This one page



description of your business gives your business visibility to the essential people who can help you start and grow your business. Learn what it looks like, learn how to fill it out and learn how to read it from a pro who has reviewed many business model canvases.

[LEARN MORE & REGISTER](#)

SCORE District-Wide Workshops



SCORE District 4 has a number of additional upcoming workshops to help grow your business! Here are some of the featured workshops happening around our district:

- [May 16th: Marketing Plan 101 - Create Your Roadmap to Success](#)
- [May 17th: How to Influence, Persuade, and Sell Anyone](#)
- [May 30th: All About Intellectual Property](#)

SCORE Partner Workshops



Workshops from MCSC (Mission Community Services Corporation) & Women's Business Center

MCSC offers weekly workshops on a wide variety of subjects. In addition to providing a networking platform among attendees, classes are designed to increase understanding of important and current business topics and trends. Workshops are free of charge and open to the public.

[UPCOMING WORKSHOPS](#)

Additional SCORE Workshops Available from our Regional Partners!

Looking for additional workshops? Our SCORE partners in Ventura and Santa Barbara also have free workshops available to assist your business!

- [Los Angeles](#)
- [Long Beach/South Bay](#)
- [Santa Barbara](#)
- [Ventura](#)

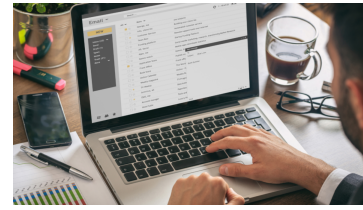
Articles from SCORE



[Choosing the Right Location for Your New Business](#)



[What to Include in your Operations Handbook](#)



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Brought to you by [SCORE](#), America's free and confidential source of small business mentoring and coaching. SCORE is a nonprofit association of more than 13,000 volunteer business experts. SCORE offers free mentoring and low-cost workshops nationwide. A resource partner with the [U.S. Small Business Administration](#), SCORE has helped more than 9 million small business clients since 1964.

Call **1-800-634-0245** for the SCORE office near you or visit online at [SCORE](#).

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SCORE San Luis Obispo

SCORE's mission is to foster vibrant small business communities through mentoring and education. We believe that every person should have the support necessary to thrive as a small business owner. Our volunteers are committed to the development and growth of successful small businesses across America....one business at a time.

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