MAKE A BIG IMPACT ON SMALL BUSINESSES

ASK ABOUT PRICING OPTIONS FOR SMALL LIBRARIES
STREAMLINED ACCESS TO BUSINESS-PLANNING RESOURCES

The United States is home to 31.7 million small businesses employing 60.6 million workers, representing 47.1 percent of jobholders. Support your business community with information and planning tools that can help contribute to their success.

Gale Business: Plan Builder
Offer users a step-by-step online planning tool for starting, managing, and optimizing a business or nonprofit. The program’s dashboard walks users through five sequential steps to develop a strategic plan focused on long-term success. Throughout the process, Gale Business: Plan Builder supports self-guided learning through integration with Gale Business: DemographicsNow, Gale Business: Entrepreneurship, and Gale LegalForms at the user’s point of need. Additionally, patrons can invite a mentor—from SCORE or elsewhere in the community—to review and comment on their planning progress.

Five steps to success:
Entrepreneur Profile Helps users explore what they can bring to the table as an entrepreneur and assess where they stand in preparing to start a business.
Business Ideation Employs tools such as Lean Canvas, SWOT, Porter’s Five Forces, and more to help users test business-critical assumptions about their product or service.
Break-even Analysis Delivers insight to determine when a user’s business will be able to cover expenses and begin to realize a profit.
Business Plans Creates plans that can be presented to potential investors and lenders, including an executive summary, lean business plan, full business plan, pitch deck, and strategic marketing plan.
Financial Projections Provides a robust analysis of a company’s financial future, encompassing capital expenditures, sales, equity, taxes, inventory, and more.

In the Business Ideation step found on the dashboard, users can complete the Lean Canvas, an internationally recognized tool designed to help describe a business in a one-page summary.

When users work on the Problem portion of the Lean Canvas, they can link to Gale Business: DemographicsNow for additional help when exploring the competition.

Gale Business: DemographicsNow
Gale Business: DemographicsNow connects users with timely, actionable market research as well as demographic, psychographic, and consumer insights in targeted geographic locations.

People: From individuals to large lists, data can be compiled from over 300 million U.S. households—organized by name, address, telephone number, or a variety of U.S. census neighborhoood data averages.

Companies: Includes individual business profiles from more than 30 million businesses, refined by company name, executive title, business type, number of employees, and more.

Demographics: Information includes incomes, housing, race, age, education, retail spending, consumer expenditures, and businesses by state, county, zip code, congressional district, and more.

Maps: Powerful, user-friendly Google mapping technology enables users to customize maps in a variety of ways, add thematic layers to the map based on demographic variables, see traffic counts, and much more.

Gale Business: Entrepreneurship
Covers all major areas of starting and operating a business, including financing, management, marketing, human resources, franchising, accounting, taxes, and more.

Easy to Browse: Interface mapped to four key stages—plan, fund, start, and manage—to fit research needs at any point in a business’s development.

Business Plans: Includes access to nearly 1,000 business plans from the Business Plans Handbook series, with new business plans added monthly.

Expert Resources: Features a tightly indexed collection of business eBooks; over 600 journals, newspapers, and magazines; and directories listing thousands of associations and consultants. It also features content from a variety of media, including websites, videos, podcasts, radio programs, and more.

Integration with Gale LegalForms: For libraries subscribing to both resources, users can directly access Gale LegalForms.

Gale LegalForms
Help your library customers understand common legal procedures through access to thousands of authentic, professional legal documents, many of which are deal for supporting legal tasks relevant to business owners. Featuring a growing set of web-based, auto-generated forms for the most popular legal documents, Gale LegalForms is useful for filing patents and trademarks, developing leases, creating bills of sale, delegating power of attorney, and more. Many documents are universal across all 50 states. This resource also includes state-specific forms.

1. U.S. Small Business Administration Office of Advocacy, 2020 Small Business Profile

Product screen captures as of February 2020. The actual interface may vary.
BE AN INCUBATOR TO YOUR SMALL BUSINESS COMMUNITY

When small business owners are looking for resources, they often turn to their public library. Point entrepreneurs in the right direction with best-in-class resources from Gale.

ONLINE COURSES THAT SUPPORT BUSINESS SUCCESS

GALE COURSES

Nearly one-third of the over 360 Gale Courses available cover business-related topics, with communication, entrepreneurship, human resources, management, manufacturing, and marketing offerings. The six-week-long courses are taught by college instructors who are experts in their fields. Weekly discussion boards offer engagement with fellow students and the instructor. New courses begin each month. 2019 Winner for EdTech Cool Tool Best Online Courses/MOOCs Solution.

GALE PRESENTS: UDemy

Offer small business owners and their employees the opportunity to elevate their skill set in the areas of business, technology, design, and more with Gale Presents: Udemy. With over 12,000 on-demand video courses covering the most in-demand skills and trending competencies, this unique resource helps entrepreneurs remain competitive in the ever-changing business landscape. In fact, 80 percent of Fortune 100 companies trust Udemy for employee upskilling. This resource also includes nearly 6,000 courses taught by native speakers in French, German, Japanese, Portuguese, and Spanish.

GALE eBOOKS ON BUSINESS

Offer unlimited, simultaneous access to eBooks that can help put new entrepreneurs and small business owners on a path to success.

GALE DIRECTORY LIBRARY

Essential for business research and marketing, this customizable collection of 22 digital directories allows users to easily search, sort, export, and analyze content across the platform. Popular titles include Ward’s Business Directory, Brands and Their Companies, and Encyclopedia of Associations.