

## It's time.

Please take time to fill out and mail the interest card below. Small Business Consulting Associates can make your job easier and help you to increase your business profits.

Please  
affix  
postage



**SMALL BUSINESS  
CONSULTING  
ASSOCIATES, INC.**

Suite 220, University National Bank Building  
200 University Avenue West  
St. Paul, MN 55103

## Put our expertise to work for you.

When you work with Small Business Consulting Associates, Inc., you're working with experienced and practical business consultants led by founder and president Ransom S. Stafford.

Ransom Stafford holds an MBA from the University of Saint Thomas and is a member of the National Institute of Management Consultants.

But what may matter more to you is Ransom's expertise that comes from practical business experience.

He has had actual retail business experience as co-owner of a 6,500 sq. ft. hardware store, and his corporate career has included managerial and executive positions in sales and marketing, information systems, and training and development with IBM, Control Data Corporation, The St. Paul Companies and Travelers Express Company.

For more than 12 years, Ransom has been providing professional assistance, management consulting and business plan writing to more than 150 types of businesses throughout the Twin Cities. He is also a consultant and trainer with WomenVenture, Western Bank's Neighborhood Development Center, Riverview Economic Development Association, and Frogtown Action Alliance. He is also one of a group of experts that the St. Paul Pioneer Press calls upon to provide answers for the Sunday *Business Solutions* column.

Give Ransom a call and find out how Small Business Consulting Associates can help you and your business.



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# If it's time to take a look at your business but you haven't got the time...

## Take time to call Small Business Consulting Associates.

## We'll do the rest!



**SMALL BUSINESS  
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*Practical Solutions for the Small Business*

# A good business plan takes about 40 to 60 hours to write.

- You need to take the time to get your *business plan* down on paper...*but you have a business to run.*
- Your *comprehensive financial and marketing plan* – with realistic capital needs, sales revenue and expense, cash flow and break-even points – should take about 20 hours to prepare...*but you have a business to manage.*
- Your thorough *market research study* and your budget-minded *advertising campaign* are just what you need to increase sales – that’s a commitment of about 20 hours...*however, you have a business to operate.*

- And just when you thought you finally figured out *the best computer system and software*, along comes Windows 95...*is it time to get out the old calculator?*
- Then there’s your child’s soccer tournament on Wednesday, the school just sent home a four-page list of “volunteer opportunities,” and your spouse is collecting ads for dream vacations...*all while you have a business to maintain.*

## Small Business Consulting Associates can help.

We help small businesses fulfill big dreams by providing:

- Business plan development
- Sales, advertising and promotion
- Market research and sales projections
- Design of workflow procedures
- Financial projections
- Practical management skills
- Personal computer systems and business automation software
- Legal and accounting services
- Proposal development
- Business training

450	512	600
12	24	30
145	130	
641	711	630

## Expertise.

Because Small Business Consulting Associates specializes in small businesses, we are not trying to be all things to all people. We offer a service with a goal of making your business profitable, and we have the background and personnel to offer you practical, effective, and budget-minded methods to help your business succeed and grow.

## Efficiency.

Because we can concentrate on accomplishing a critical assignment quickly, our clients are able to operate their ongoing business without interruption and diversion.

## Economy.

Because we are small business specialists, we have developed management techniques and quantitative and analytical methods that allow us to perform assignments better, faster, and more economical than clients can do on their own.

## Satisfaction.

“If it wasn’t for Ransom, I wouldn’t be where I am today. I had a great idea. I knew how I could make money, but I didn’t have any concept of what to do next. Ransom showed me the way. When I have a problem, I know I can pick up the phone and call Ransom, and he’ll know the answer.”

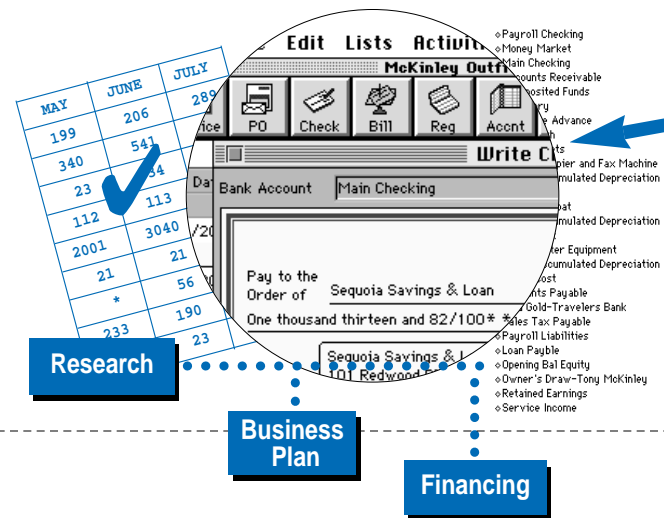
*Renee Eisenhauer, Gopher Embroidery Inc., St. Paul*

“We’ve been delighted with the working relationship and results with Ransom Stafford over the past two years, and are anticipating working together for many more years in the future.”

*Mike Temali, Western Bank & Insurance, St. Paul  
NDC (Neighborhood Development Corp) program*

## Trust.

We have earned a reputation as a firm you can trust. We guard the confidentiality of all client information. We do not take financial gain or any kind of advantage based on inside information. We will not serve two or more competing clients on sensitive problems without obtaining prior client approvals.



## My business is ready for some help from Small Business Consulting Associates, Inc.

Please give me a call at ( \_\_\_\_\_ ) \_\_\_\_\_

The best time for me to talk is \_\_\_\_\_

My specific areas of need are:

- Business plan development
- Sales, advertising and promotion
- Market research and sales projections
- Design of workflow procedures
- Financial projections
- Practical management skills
- Personal computer systems and business automation software
- Legal and accounting services
- Proposal development
- Business training
- Other: \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_