



Small Business & Entrepreneur Resources

To gain access to databases, use a public computer at Bastrop Public Library or stop at our Information Desk to receive log-in information.

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Books

Bookkeeping:

Call #	Title	Author
657.2 EPS	<i>Bookkeeping all-in-one for dummies</i>	Epstein, Lita

Crowdfunding:

Call #	Title	Author
658.152 STE	<i>A crowdfunder's strategy guide: build a better business by building community</i>	Stegmaier, Jamey

General info:

Call #	Title	Author
658.022 TYS	<i>Small business</i>	Tyson, Eric
658.8 ABR	<i>Successful business plan: secrets & strategies</i>	Abrams, Rhonda

Getting started:

Call #	Title	Author
658.8 ABR	<i>Successful business plan: secrets & strategies</i>	Abrams, Rhonda
346.73 PAK	<i>The small business start-up kit</i>	Pakroo, Peri
646.2 LIN	<i>Sewing to sell: the beginner's guide to starting a craft business</i>	Lindsay, Virginia Keleher
648 JOR	<i>How to start a home-based housecleaning business</i>	Jorstad, Laura
658.022 STR	<i>The small business bible: everything you need to know to succeed in your small business</i>	Strauss, Steven D.,
658.041 STA	<i>Start your own business: the only startup book you'll ever need</i>	Entrepreneur Media, Inc.
658.11 CAG	<i>Starting a business 101: from creating a business plan and sticking to a budget to marketing and making a profit, your essential primer to starting a business</i>	Cagan, Michele
658.11 GUI	<i>Side hustle: from idea to income in 27 days</i>	Guillebeau, Chris
658.872 BEL	<i>Starting an online business all-in-one for dummies</i>	Belew, Shannon

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Leadership:

Call #	Title	Author
650.1 FER	<i>Tribe of mentors: short life advice from the best in the world</i>	Ferriss, Timothy
650.101 VAY	<i>Twelve and a half: leveraging the emotional ingredients necessary for business success</i>	Vaynerchuk, Gary
658.11 RAZ	<i>How I built this: the unexpected paths to success from the world's most inspiring entrepreneurs</i>	Raz, Guy
658.4 ABR	<i>It's your ship: management techniques from the best damn ship in the Navy</i>	Abrashoff, D. Michael.
658.4 AND	<i>Change is good ... you go first: 21 ways to inspire change</i>	Anderson, Mac
658.4 HIL	<i>Being the boss: the 3 imperatives for becoming a great leader</i>	Hill, Linda A.
658.4 KOU	<i>The leadership challenge: how to make extraordinary things happen in organizations</i>	Kouzes, James M.
658.4 WAL	<i>Never fly solo: lead with courage, build trusting partnerships and reach new heights in business</i>	Waldman, Rob.
658.409 BRO	<i>Dare to lead: brave work, tough conversations, whole hearts</i>	Brown, Brene
658.409 GOL	<i>Primal leadership: unleashing the power of emotional intelligence</i> Daniel Goleman, Richard Boyatzis, Annie McKee	Goleman, Daniel
658.409 SAN	<i>Lean in: women, work, and the will to lead</i>	Sandberg, Sheryl
658.421 ABR	<i>Level up: rise above the hidden forces holding your business back</i>	Abrams, Stacey
658.421 OLO	<i>Killing it!: an entrepreneur's guide to keeping your head without losing your heart</i>	O'Loughlin, Sheryl
658.421 VAY	<i>Crushing it!: how great entrepreneurs build their business and influence--and how you can, too</i>	Vaynerchuk, Gary

Legal:

Call #	Title	Author
338 FIS	<i>Legal guide for starting & running a small business</i>	Fishman, Stephen
346.048 STI	<i>Patent, copyright & trademark</i>	Stim, Richard
346.73 ELI	<i>Trademark: legal care for your business & product name</i>	Elias, Stephen
346.73 MAN	<i>Form your own Limited Liability Company</i>	Mancuso, Anthony
346.73 MAN	<i>Incorporate your business: a step-by-step guide to forming a corporation in any state</i>	Mancuso, Anthony

Marketing:

Call #	Title	Author
006.7 DER	<i>Building DIY websites</i>	DeRosa, Jennifer
650.14 LAM	<i>Writing well for business success: a complete guide to style, grammar, and usage at work</i>	Lamb, Sandra E.
658.8 DIC	<i>Stories sell: storyworthy strategies to grow your business and brand</i>	Dicks, Matthew.
658.8 MIL	<i>Building a Storybrand 2.0: Clarify Your Message So Customers Will Listen</i>	Miller, Donald
658.872 FIT	<i>The art of small business social media: a blueprint for marketing success</i>	Fitzpatrick, Peg
658.872 HAN	<i>Everybody writes: your new and improved go-to guide to creating ridiculously good content</i>	Handley, Ann
658.872 HOR	<i>Selling naked: a revolutionary approach to launching your brand online</i>	Horwitz, Jesse
658.872 KAB	<i>The zen of social media marketing: an easier way to build credibility, generate buzz, and increase revenue</i>	Kabani, Shama Hyder
658.872 MCM	<i>Marketing for dummies</i>	McMurtry, Jeanette Maw
658.872 VAY	<i>Jab, jab, jab, right hook: how to tell your story in a noisy social world</i>	Vaynerchuk, Gary
658.872 WOE	<i>Profitable podcasting: grow your business, expand your platform, and build a nation of true fans</i>	Woessner, Stephen
659.132 SUL	<i>Hey Whipple, squeeze this: the classic guide to creating great advertising</i>	Sullivan, Luke
745.506 JAY	<i>How to show & sell your crafts: how to build your craft business at home, online, and in the marketplace</i>	Jayne, Torie.
808.02 ROG	<i>Writing for busy readers: communicate more effectively in the real world</i>	Rogers, Todd
LOC 808 CAS Busy v.3	<i>The Busy Mom's Guide to Novel Marketing</i>	Castillo, Angela

Networking:

Call #	Title	Author
302.302 WIC	<i>Taking the Work Out of Networking: An Introvert's Guide to Making Connections That Count</i>	Wickre, Karen

Public speaking:

Call #	Title	Author
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658.452 GAL	<i>Talk like TED: the 9 public-speaking secrets of the world's top minds</i>	Gallo, Carmine
658.452 MCG	<i>Pitch perfect: how to say it right the first time, every time</i>	McGowan, Bill

Taxes:

Call #	Title	Author
343.73 DAI	<i>Tax savvy for small business: a complete tax strategy guide</i>	Daily, Frederick W.

Bastrop Public Library Databases:

Databases can be accessed by using a public computer at the library or asking for a log-in password at our Information Desk.

1. Gale Business: Entrepreneurs

- a. *Learn how to start, finance, or manage your small business. Includes sample business plans, how to guides, articles, and more.*
- b. Business topics:
 - i. Accounting
 - ii. Advertising
 - iii. Brand image
 - iv. Budgeting
 - v. Business associations
 - vi. Business communication
 - vii. Business expansion
 - viii. Business failures
 - ix. Business networks (social groups)
 - x. Business planning
 - xi. Business sale
 - xii. Business success
 - xiii. Business to business market
 - xiv. Cash flow
 - xv. Customer service
 - xvi. Debt financing
 - xvii. E-commerce
 - xviii. Employee benefits
 - xix. Employment discrimination
 - xx. Entrepreneurs
 - xxi. Family-owned businesses
 - xxii. Financial statements
 - xxiii. Franchises
 - xxiv. Health insurance
 - xxv. Home-based businesses
 - xxvi. Home construction and remodeling
 - xxvii. Human resource management
 - xxviii. Incorporation
 - xxix. Independent contractors
 - xxx. Internet marketing
 - xxxi. Market research
 - xxxii. Marketing
 - xxxiii. Minority business enterprises
 - xxxiv. Occupational safety and health
 - xxxv. Outsourcing
 - xxxvi. Partnerships

- xxxvii. Payroll tax
- xxxviii. Pricing
- xxxix. Production development
 - xl. Product introduction
 - xli. Risk management
 - xlii. S corporations
 - xliii. Self-employed persons
 - xliv. Small business assistance
 - xlv. Small business computer systems
 - xlvi. Social security taxes
 - xlvii. Sole proprietorships
- xlviii. Startups
- xlix. Target marketing
 - l. Tax planning
 - li. Venture capital
 - lii. Wages and salaries
 - liii. Women-owned businesses
- c. Business types:
 - i. Accounting and bookkeeping
 - ii. Advertising agencies
 - iii. Architectural services
 - iv. Automobile dealers
 - v. Automotive repair shops
 - vi. Bakeries
 - vii. Bars (Drinking establishments)
 - viii. Beauty salons
 - ix. Bed and breakfast accommodations
 - x. Bookstores
 - xi. Brewpubs, Microbreweries
 - xii. Catering
 - xiii. Child care services
 - xiv. Cleaning services industry
 - xv. Clothing stores
 - xvi. Coffeehouses
 - xvii. Consulting services
 - xviii. Convenience stores
 - xix. Design services
 - xx. Employment services
 - xxi. Engineering services
 - xxii. Event planning
 - xxiii. Film and video production companies
 - xxiv. Financial planners
 - xxv. Florists
 - xxvi. Food services

- xxvii. Food trucks
- xxviii. Gift shops
- xxix. Grocery stores
- xxx. Health clubs
- xxxi. Home care services
- xxxii. Hotels and motels
- xxxiii. Insurance agents
- xxxiv. Investment advisers
- xxxv. Jewelry stores
- xxxvi. Landscaping industry
- xxxvii. Laundries
- xxxviii. Law firms
- xxxix. Limousine services
 - xl. Management consultants
 - xli. Mechanical contractors
 - xlii. Nightclubs
 - xlili. Personal trainers
 - xliv. Pet Care Services
 - xlv. Photography
 - xlvi. Public relations firms
 - xlvii. Real estate agents
 - xlviii. Repair services
 - xliv. Restaurants
 - I. Service stations (Automotive)
 - li. Social Enterprises
 - lii. Storage and moving industry
 - liii. Tax consultants
 - liv. Tour operators
 - lv. Travel agents
 - lvi. Translation services
 - lvii. Web development and design
- d. How to:
 - i. How to Start a Small Business
 - ii. How to Write a Business Plan
 - iii. How to Buy a Business
 - iv. How to Sell a Business
 - v. How to Finance Your Business
 - vi. How to Market or Advertise Your Business
 - vii. How to Grow Your Business
 - viii. How to Locate and Expand Your Business
- e. Additional resources:
 - i. Business Plans Handbook Template
 - ii. SWOT Template
 - iii. Small Business Startup Checklist

- iv. Small Business and Self-Employed Tax Center helpful links
- v. Sample financial statements: Cash Flow Statement
- vi. Sample financial statements: Balance Sheet
- vii. Sample financial statements: Income Statement

2. Gale Business: Insights

- a. *Research global companies and industries with in-depth analysis through current news, statistical data, and comprehensive reports.*
- b. Gain deep insight on companies around the globe: Explore the world's companies through expert analysis such as SWOT analyses, financial statements, case studies and articles from academic journals, trade magazines, news outlets and more.
- c. Read top business publications: Business Insights gives you access to over 4,000 full-text publications including newspapers, trade journals, magazines, and peer-reviewed academic journals.
- d. Research by topic: Browse subjects to access the most relevant articles and publications for your research topic.
- e. Explore industries: Explore over 1,057 industries with industry reports, competitive landscapes, Plunkett Reports, case studies and more.
- f. Understand major markets: Explore countries and territories by their top industries and the companies based there, along with relevant articles like news, magazine articles, and more.

3. Gale Presents: Udemy

- a. Learn and improve skills across business, tech, design, and more. Includes 25,000+ on-demand video courses in multiple languages.
- b. Courses on:
 - i. Business operations
 - ii. Cloud computing
 - iii. Cybersecurity
 - iv. Data science
 - v. Development
 - vi. IT operations
 - vii. Language learning
 - viii. Leadership and management
 - ix. Marketing
 - x. Generative AI
 - xi. Personal development
 - xii. Productivity
 - xiii. Project and product management

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Business Research & Learning Resources

Whether you're starting a business, managing operations, or conducting industry research, these resources at the Bastrop Public Library provide expert guidance, practical tools, and data-driven insights to help you succeed.

1. Gale Business: Entrepreneurs

A comprehensive resource for entrepreneurs and small business owners, offering expert advice, financial tools, industry insights, and legal guidance to help businesses thrive.

Key Business Topics

Explore essential aspects of running a successful business, with in-depth resources covering:

Financial Management & Planning

- **Accounting and bookkeeping:** Learn how to track business expenses, manage cash flow, and maintain financial records.
- **Budgeting and cash flow:** Discover strategies to maintain financial stability and avoid cash shortages.
- **Tax planning and payroll:** Understand payroll taxes, self-employment taxes, deductions, and compliance requirements.
- **Debt financing and investment:** Learn about loans, venture capital, crowdfunding, and other funding sources.
- **Financial statements:** Access templates and guides for income statements, balance sheets, and cash flow reports.

Marketing & Business Growth

- **Advertising and branding:** Develop a strong brand identity and create effective marketing campaigns.
- **E-commerce and online presence:** Learn strategies for website optimization, social media marketing, and digital advertising.
- **Market research and customer insights:** Use data-driven approaches to identify your target audience, track competitors, and refine your business strategy.
- **Sales strategies:** Understand pricing models, promotional tactics, and B2B vs. B2C sales techniques.

Business Structure & Operations

- **Choosing the right business structure:** Compare LLCs, sole proprietorships, partnerships, and corporations.
- **Legal and compliance issues:** Learn about business licenses, permits, contracts, and intellectual property protection.
- **Risk management and crisis planning:** Prepare for financial downturns, cyber threats, and supply chain disruptions.
- **Sustainability and corporate responsibility:** Discover how eco-friendly practices and ethical business strategies can benefit your company.

Workforce & HR Management

- **Hiring and employee benefits:** Find best practices for recruitment, benefits, and employee retention.
- **Employment laws and workplace policies:** Stay compliant with labor laws, anti-discrimination policies, and safety regulations.
- **Diversity and inclusion:** Resources to support women-owned, minority-owned, and family-run businesses.
- **Freelancers and independent contractors:** Learn about contract negotiation, tax responsibilities, and legal considerations.

Business Types Covered

Find tailored insights for specific industries, including:

- **Retail and hospitality:** Bookstores, grocery stores, coffeehouses, hotels, and restaurants.
- **Professional services:** Accounting firms, law offices, tax consultants, and marketing agencies.
- **Creative and digital businesses:** Photography, web design, film production, and advertising agencies.
- **Home-based and personal services:** Landscaping, childcare, pet care, and home remodeling businesses.
- **Technology and startups:** IT consulting, app development, software companies, and e-commerce businesses.

Practical How-To Guides

Step-by-step instructions to help entrepreneurs tackle critical business tasks:

- **How to start a small business:** From idea to launch, covering business registration, permits, and funding.
- **How to write a business plan:** Craft a professional plan, complete with financial projections and marketing strategies.

- **How to buy or sell a business:** Tips on business valuation, negotiations, and transition planning.
- **How to secure funding:** Explore loans, grants, investors, and crowdfunding.
- **How to market and advertise your business:** Leverage social media, SEO, email marketing, and PR strategies.
- **How to scale and expand your business:** Learn strategies for growth, franchising, and international expansion.

Additional Business Tools & Templates

- **Business plan and SWOT analysis templates:** Create a structured plan and assess strengths, weaknesses, opportunities, and threats.
- **Small business startup checklist:** Ensure compliance and avoid common mistakes.
- **Financial statement templates:** Cash flow, balance sheet, and income statement samples for financial planning.
- **Tax center for small business owners:** Access key IRS resources, tax calculators, and compliance checklists.

2. Gale Business: Insights

A powerful business intelligence platform offering company reports, industry trends, and market analysis to support strategic decision-making.

Key Features

- **Company and industry reports:** Access detailed SWOT analyses, financial statements, and business case studies.
- **Business publications:** Stay ahead with news, trade journals, academic articles, and financial reports.
- **Global industry research:** Gain insights into over 1,057 industries, competitive landscapes, and economic trends.
- **Market and consumer data:** Analyze industry benchmarks, consumer behavior trends, and emerging opportunities.
- **International business analysis:** Examine industry trends across different countries and regional economies.

Industries & Markets Covered

- Technology and artificial intelligence
- Finance and banking
- Retail and consumer goods
- Healthcare and pharmaceuticals
- Energy and sustainability
- Manufacturing and supply chain
- Hospitality and tourism

3. Gale Presents: Udemy

Take your professional skills to the next level with 25,000+ expert-led video courses in business, technology, personal development, and more.

Popular Course Categories

- **Business and management:** Entrepreneurship, leadership, project management, and team-building.
- **Marketing and sales:** Digital marketing, SEO, branding, and social media strategies.
- **Technology and IT:** Cybersecurity, coding, data science, and AI applications.
- **Creative and design:** Graphic design, UX/UI design, and video editing.
- **Personal development:** Time management, communication skills, and negotiation tactics.
- **Productivity and workflow optimization:** Tools for efficiency, automation, and strategic planning.
- **Generative AI and emerging tech:** Master AI-driven content creation, automation, and data analytics.

Courses are available in multiple languages, with flexible learning options that allow users to study at their own pace.

Why Use These Resources?

- **Gain access to trusted business insights:** Learn from reliable sources and industry experts.
- **Save time with ready-to-use templates:** Access business plans, financial reports, and SWOT analyses.
- **Stay competitive and informed:** Keep up with the latest industry trends, business strategies, and technology innovations.
- **Upgrade your skills:** From leadership to marketing and AI, enhance your professional growth.

Start exploring today at the Bastrop Public Library and take your business to the next level.