

# BUSINESS KNOW-HOW

Advice From The Experts At SCORE "Counselors to America's Small Business"

## In An Uncertain Economy, Entrepreneurs Get Advice

(NAPSA)—Studies suggest that more than ever, America's 25 million small business owners are using the Internet as a tool to get information and advice quickly. According to a U.S. Small Business Administration report on e-commerce, more than 40 percent of small businesses had Internet access in 1998, the most recent year for which statistics are available.

One place on the Web entrepreneurs can go for free and confidential advice is the national, nonprofit organization SCORE, "Counselors to America's Small Business."

SCORE CEO Ken Yancey says "Particularly during times of economic change, entrepreneurs need an outside advisor, who is a neutral third party, to give advice."

To respond to the needs of busy small business owners, SCORE offers an online e-mail counseling service. The Get Email Counseling feature on SCORE's Web site gives entrepreneurs the chance to ask a business question and get a list of qualified small business advisors, complete with mini biographies, who can provide business advice. The business person then simply chooses a counselor and e-mails in the question. The



**A big help to many small business owners is an organization that offers free expert advice online at [www.score.org](http://www.score.org).**

SCORE advisor typically responds within 48 hours.

The advisors may be working or retired executives or business owners, many have experienced not only the boom years of the '90s but also the recessionary times of the '70s. SCORE counselors bring subject-matter expertise, as well as a business perspective to economic ups and downs that affect entrepreneurs.

In addition to its online counseling service, the SCORE Small Business Web Site offers "how-to" articles, links to small business resources and two, free e-mail newsletters. To find a nearby SCORE office, call 800-634-0245 or see [www.score.org](http://www.score.org).