

SCORE Ambassador Talking Points

When speaking to the public or media about SCORE “Counselors to America’s Small Business,” it is important to deliver information in short and simple phrases that are easily understood. Use the points below to give your audience a fast, but complete, view of the services SCORE offers. Customize this document to include talking points about your chapter.

About SCORE:

1. SCORE “Counselors to America’s Small Business” is the best source of free, confidential, real-world business advice to help you build your small business—from idea to start-up to success.
2. SCORE’s extensive national network of more than 10,500 volunteer experts in 389 chapters and online provide relevant business advice and training to help small businesses through all stages of business development.
3. SCORE offers face-to-face counseling, email counseling and low-cost workshops at 389 chapters around the country.
4. SCORE business counseling is free and confidential.

SCORE Achievements:

1. Since 1964, SCORE has counseled more than 7.8 million entrepreneurs.
2. More than 132,800 people attended SCORE’s 14,000 workshops in FY07*.
3. More than 310,000 counseling and training sessions were conducted in FY07*.
4. SCORE received the Summit Award from the American Society of Association Executives in 2004.

The SCORE Small Business Web Site, www.score.org

1. Offers online counseling 24/7 from 1,400 business counselors through Ask SCORE.
2. Provides a variety of useful “how-to” content, business plan and financial templates and online workshops for small businesses.
3. More than 2.6 million site visitors in FY2007*.
4. The Web site has won three major awards for its overall design and value to users in 2005 and 2006. They include an Apex Award for Excellence, Award of Distinction in The Communicator Awards media competition, and a Webby Worthy Award from the International Academy of the Digital Arts and Sciences.

Call Upon SCORE for Advice:

1. To make an appointment with the Northeast Chapter of SCORE at the Lynn office call the Lynn Chamber of Commerce at (781) 592-2900 and ask to set up an appointment with SCORE.
2. SCORE Counselors are available in Lynn every Thursday from 9am to 5 pm.
3. SCORE Counselors will also visit your place of business when necessary.