

gale small business builder – quick tips



What is Gale Small Business Builder?

- Gale Small Business Builder is a step-by-step online planning tool for starting, managing and optimizing a business or nonprofit.
- The program's intuitive dashboard walks users through five areas of exploration in order to develop a business plan focused on long-term success. This resource is free to use with a Middlesex County Library card.

Where do I find Gale Small Business Builder?

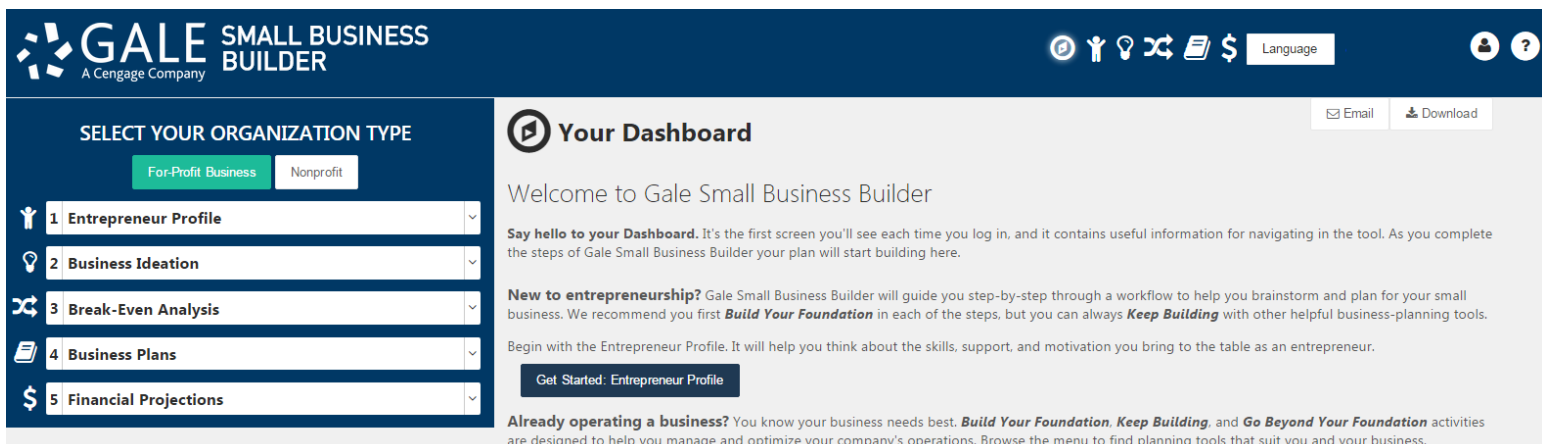
- You can access Gale Small Business Builder from the 'Research' page of our website: library.middlesex.ca/research

How do I create an account?

- Follow the Gale Small Business Builder link from our website; if you are accessing from a computer outside of the library, enter your Middlesex County Library card number when prompted (all digits, including the zero, no spaces).
- Click on the orange button that says "Get Started". 
- Under the heading "First Time Here?" click on the purple button that says "Get Started". 
- Enter a username, display name, password, and e-mail address.

Exploring "Your Dashboard"

- With your account now created, you are ready to explore your dashboard wall. Here you will find five areas of exploration in order to develop a business plan focused on long-term success. These areas include: Entrepreneur Profile; Business Ideation; Break-Even Analysis; Business Plans; and Financial Projections.
- Be sure to remember your account details so you can save your work and return to it later on.



The screenshot shows the Gale Small Business Builder dashboard. At the top left is the logo for Gale Small Business Builder, a Cengage Company. On the right side of the top navigation bar are icons for home, help, search, and a language dropdown menu. Below the navigation bar, there are two main sections. On the left, under the heading "SELECT YOUR ORGANIZATION TYPE", there are two buttons: "For-Profit Business" (highlighted in green) and "Nonprofit". Below these are five numbered menu items: 1 Entrepreneur Profile, 2 Business Ideation, 3 Break-Even Analysis, 4 Business Plans, and 5 Financial Projections. On the right, under the heading "Your Dashboard", there is a welcome message: "Welcome to Gale Small Business Builder". Below this is a paragraph of introductory text. There is a "Get Started: Entrepreneur Profile" button. At the bottom of the dashboard section, there is a note: "Already operating a business? You know your business needs best. Build Your Foundation, Keep Building, and Go Beyond Your Foundation activities are designed to help you manage and optimize your company's operations. Browse the menu to find planning tools that suit you and your business."

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