

UPCOMING SMALL BUSINESS PROGRAMS

May 1. [Small Business Network with Special Guest Deborah Barley](#). Deborah, of Barley Designs, will be speaking about her experiences starting and running her business. Then she will discuss branding and graphic design for small business. [Toronto Reference Library](#), Hinton Learning Theatre. 6:00-7:30 pm. Free. No registration required.

May 1. [Company Problems](#). Eddie Lee, Acer former global controller, will share with you how to focus on the problem areas and how to resolve them. [Fairview](#), Room 3. 6:30-8:00 pm. Free. No registration required.

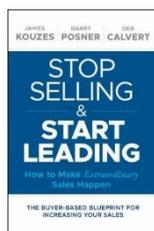
May 15. [How to Improve Your Company's Efficiency](#). Learn how to improve your company's efficiency and minimize your cost. Eddie Lee, Acer former global controller, will walk you through the Supply Chain process from the beginning to the end. [Fairview](#), Room 3. 6:30-8:00 pm. Free. No registration required.

May 16. [One-on-One Business Consultations](#). Book a free, 30-minute consultation with an Enterprise Toronto small business advisor. [Albion](#). 10:30-1:30 pm. Please call 416-394-5170 to register. Additional dates: Jun. 20, Jul. 18, Aug. 8.

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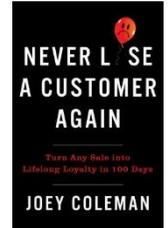
NEW SMALL BUSINESS BOOKS

Mowat, Jon. [Video marketing strategy: harness the power of online video to drive brand growth](#). Video is the single most effective tool that marketers have to raise brand awareness, increase sales, drive website traffic and deliver ROI on marketing budgets.



Kouzes, James M. [Stop selling & start leading: how to make extraordinary sales happen](#). Despite the wealth of research documenting the need for creating value in every step of the buyer's journey, sellers continue to struggle with how to create that value and connect meaningfully with buyers.

Coleman, Joey. [Never lose a customer again: turn any sale into lifelong loyalty in 100 days](#). Award-winning speaker and business consultant Joey Coleman teaches audiences and companies all over the world how to turn a one-time purchaser into a lifelong customer.



Marsh, Stephanie. [User research: a practical guide to designing better products and services](#). Companies often fail to consider the end user - the customer - in their planning and development processes.

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FEATURED SMALL BUSINESS E-RESOURCE

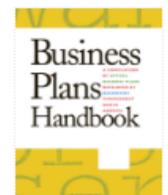


WHAT: Reference e-books in many subjects, e.g. guides, handbooks and encyclopedias, including the **Business Plans Handbook**, actual business plans compiled by, and aimed at, entrepreneurs seeking funding for small businesses. Available anywhere.

"Perhaps the most important aspect of business planning is simply doing it. More and more business owners are beginning to compile business plans even if they don't need a bank loan. [...] The sheer act of putting thoughts on paper seems to clarify priorities and provide focus." Introduction to v. 41 (2018).

HOW: ① go to [tpl.ca](#) and enter "gvrl" in the search box
 ② click on "Access Online"
 ③ enter your [library card](#) number and PIN

To get to the *Business Plans Handbook* from the GVRL homepage, (a) click on "Business" on the "Collections" menu on the right, then (b) on the cover of the handbook.



To find a specific plan, enter a keyword (e.g. "beer" to find business plans for microbreweries) in the "Tools" search box on the right.

You can highlight and annotate plans online. You can print them, with your highlighting and notes intact. (Notes are printed at the bottom of the plan.) You can download them in PDF and HTML formats.

To get to a business plan template, **(a)** go back to the *Business Plans Handbook* landing page, **(b)** click on the link to the most recent volume and **(c)** scroll down to, and click on, “Business Plan Template” near the bottom of the table of contents.

For help with this e-resource, please [contact](#) a business librarian. Other library [business e-resources](#).

UPCOMING PROGRAMS *cont'd*

May 29. [Social Media Marketing for Creative Businesses](#).

Lara Harb, a digital marketing strategist, will be talking about starting and running her own business, The Social Media Artist. [Fairview](#), Room 3. 6:30-8:00 pm. Free. No registration required.

Jun. 19. [How to Build Your Financial Budget Plan](#).

Eddie Lee, former Acer Venture executive, will teach you how to prepare the budget-the most important part of the Business Plan. [Fairview](#), Room 3. 6:30-8:00 pm. Free. No registration required.

Jun. 26. [Starting a Small Business Seminar with Enterprise Toronto](#).

The session will cover: City of Toronto /Enterprise Toronto services for small businesses; steps and regulations for starting a business; and how to get started with the basics of market research, financing and business plan writing. [Fairview](#), Room 3. 6:30-8:00 pm. Free. No registration required.

- [ALL](#) Toronto Public Library small business programs ▪

NEW BOOKS *cont'd*

Shane, Scott A. [Is entrepreneurship dead?: the truth about startups in America](#). Shane reveals how the number of incorporated startups is rising, fewer startups are failing, and the number of businesses backed by investors is increasing. The overall picture is positive.



Selk, Jason and Tom Bartow. [Organize your team today: the mental toughness needed to lead highly successful teams](#).

With a combined 50 years of experience building, managing, advising, and

troubleshooting teams in both the business and sports worlds, Jason Selk and Tom Bartow now reveal the common DNA that links the highest performing teams.

- [ALL](#) new books on business and personal finance ▪

➡ For **business e-books**, try the library e-resource [Safari](#) (which also has business e-videos) or [OverDrive](#) (which also has e-audiobooks). In *Safari*, click on “Business” in the categories menu on the left. In *OverDrive*, click on “Collections” in the menu at the top, then on “Business” in the “EBOOK NONFICTION” and “AUDIOBOOKS” menus.

Safari books and videos have to be read/viewed online; *OverDrive* books and audio-books can be downloaded.

➡ For **business e-magazines**, try the library e-resource [RBDigital Magazines](#). Select “Business & Finance” from the “All Genres” menu on the right.

ASK A BUSINESS LIBRARIAN

How can I find demographic information on a Toronto neighbourhood?



- ➊ go to the City of Toronto website ([toronto.ca](#))
- ➋ roll your cursor over “City Government” (top right) and click on “Data, Research & Maps”
- ➌ click on “Neighbourhoods & Communities,” then on “Neighbourhood Profiles”

Neighbourhood Census Profiles show population by age group, private dwelling by structure type, living arrangements, marital status, home language, household income, etc.

Questions?

- visit one of Toronto Public Library’s [100 branches](#), especially the business departments in the two Research & Reference Libraries, [Toronto Reference Library](#) and [North York Central Library](#) (currently closed for renovation)
- [ask a business librarian](#) by email or phone
- make use of the [Book a Librarian](#) service (free) or [IntelliSearch](#) (for a fee)
- visit Toronto Public Library’s Small Business page at [tpl.ca/smallbusiness](#)