

Website Launched to Provide Support for Underserved Main Street Businesses

Steve and Paula Chapman announced today that their member-based resource website the Small Business Learning Center (SBLC.Biz) has officially opened.

January 14, 2014 (FPRC) -- The Small Business Learning Center's website is designed to provide its nation-wide members with information, educational programs, support services and even products to help the millions of business owners and start-up entrepreneurs with from 1 to 5 people organizations. These businesses are referred to as micro-enterprises or Main Street Businesses and they are the smallest of all small businesses but also the most numerous. Of the 28 million businesses in operation at any time about 22 million (78%) fall into this group according to U.S. Census information.

These are also the businesses of least interest to government, academic, investors, banks and the media because they don't have the glamor of the "hi-tech" business community. "Everyone wants to hear about the handful of start-ups that grow from the original founders and a few key employees into the multimillion dollar operation employing a couple of thousand technicians in one of the isolated hi-tech oasis. I'd rather work with the little business that has five to ten employees. These businesses generate millions of jobs everywhere," says Steve Chapman, director and visionary behind the SBLC.

"Starting, running and growing any business is not an easy task. We've been working at it for the past 25 years, we should know," adds Paula Chapman, Steve's wife and partner. "Making it easier to connect with people who can teach and help with the functional activities of a business is like having a team to work with without having the constant overhead."

For micro-enterprises and start-ups across the country to survive and grow takes careful management of the scarce capital resources. There are no investors who will bail you out, to save their investments, if you make a mistake; or to introduce you to a major new client who they play golf with. Micro-enterprises live and die on their own merits. The challenge is that most of the people who start these little companies know their particular skill set, but they rarely know how a business works. And, too often they believe they are too busy to take a few hours to learn. How a business works is not rocket science. There are only four key elements that make up any business. This is one of the things we teach people through the SBLC start-up workshop.

We have developed a unique model that makes it easy to see what your business looks like and how the 4 parts work in balance and harmony. Things can get out of kilter quickly if you don't pay attention to the inter-related dynamic of the four elements.

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Keywords

[startup](#)

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