

Business Plan Workbook #36	
Course	Turning Your Dream Into Reality
Topics Addressed	Using Your Allies and Resources

## Key Points

### What Are Allies and Resources?

Allies and resources can help you overcome any challenges that stand in the way of your business goals.

Allies are the people that you can reach out to for help and resources are the things that you can use to overcome challenges.

### Finding Allies and Resources

We all have allies and resources available to us, but sometimes we don't realize it because we haven't taken the time to really think about what help might be available to us, if we just ask for it.

Of course, you'll look to your friends and family to be your allies, but don't stop there. Allies could be friends-of-friends, people who work for organizations that help entrepreneurs, or people who are within your networks or even someone you admire, but don't know yet because you haven't introduced yourself.

Taking the time to ask for help can be well worth your while.

In addition to the people, or your allies, that can help you overcome challenges, there are also resources that may be available. For instance, if you need more information, you might be able to go to a local non-profit, trade association, or women's business center, visit local colleges, the library, or even get answers from your local government. Or you might be able to learn what you need from other training programs or online resources, and remember that DreamBuilder has many tools and templates that you can refer to. If you need more financial resources to solve a challenge, you might be able to work with a bank, find a grant, or take a loan from a family member. There are many types of resources available once you start really looking for them.

**Related Business Plan Questions**

Below, you will see a business plan question related to the topic noted above. If you print this worksheet, you can use the space below the question to write down some initial thoughts and ideas.

When you're ready to start working on your business plan, return to the course, and select "Open My Business Plan".

Q: Describe the support and resources that you will rely on to achieve the goals you have set. Take some time and really explain this!