

5 Tips to Get a Good Mentor

By Christine Banning, SCORE VP Corporate Relations

- **Think about the end result.** Let your mentor know what advice you want for success. Do you need advice on managing cashflow or a mentor to help keep you energized and motivated? Both are good. Be clear.
- **Be prepared.** Share a snapshot of your business today. Share goals, so your mentor has a picture of your dream for success. Then, ask questions and listen for great ideas.
- **More is better.** Develop a network. No one person has all the answers. Not you, your CPA, your mentor. You may want a mentor for business planning and a mentor for finance and cashflow.
- **Cash is king.** Good cashflow is important especially at start-up and growth stages. Always, be wary of economic slowdowns. A mentor can help you plan a collections policy, make plans for a line of credit and project cash flow based on sales.
- **Seek industry expertise.** Find a mentor who can address industry specific issues.

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