

Online Resources for Worker Co-ops

Many excellent online resources are available for people interested in worker co-ops. Look for them at these links:

- The US Federation of Worker Co-ops has created the most comprehensive set of worker co-op resources on the web: <http://www.usworker.coop/resources>
- Just launched by the US Federation, the Democracy at Work Institute will soon be the go-to organization for information on how to start worker co-ops. Watch this site: <http://institute.usworker.coop/>
- A couple of standout guides for starting worker co-ops are [The Worker Cooperative Toolbox](#) and [Think Outside the Boss](#).
- Minsun Ji from El Centro Humanitario in Colorado has written an excellent guide to cooperatives especially for immigrant workers: http://www.thecooperativefoundation.org/images/Workers_Coop_Manual_FINAL_May_31_copy.pdf
- The University of Wisconsin Center for Cooperatives has a list of resources for all kinds of cooperatives, including agriculture and food co-ops, but much of this information is also helpful for worker co-ops: <http://www.uwcc.wisc.edu/howtostart/Resources/>
- The Co-op Law website is a fantastic resource created by the Sustainable Economies Law Center: <http://www.co-oplaw.org/>
- This Way Out is a 2-DVD set by Mighty Small Films full of interviews with members of worker co-ops walking you step by step through the process of starting a co-op. Great for people who prefer video to written information: http://www.mightysmallfilms.com/This_Way_Out.html

Business Books for Cooperators

The following books are indispensable to understanding small business operations. Although they are not written for cooperatives specifically, their values are for the most part consistent with the standards of community and good service that co-ops should aspire to.

- *Marketing Without Advertising*, by Michael Phillips and Salli Rasberry. A wonderful book on how to win new customers, how to keep the customers you have, and how to turn them into enthusiastic ambassadors for your business.
- *The Big Book of Small Business*, by Tom Gegax. You may not think you have much to learn from a book about a chain of tire stores, but this book covers a very comprehensive range of topics about relationships, structures, and systems that help a business operate successfully.
- *Finance For Non-Financial Managers*, by Gene Siciliano. As owners of the business, members of worker co-ops have a responsibility to make sure the business is doing well financially. This book will help you understand enough about finances that you will not be lost when your accountant or bookkeeper hands in the financial statements.
- *The Plan-As-You-Go Business Plan*, by Tim Berry. My favorite book about business planning has not been written yet, but this one will do for now. What I like about it is that it acknowledges the real life experience of a startup entrepreneur, and teaches you to think of your business plan as a process, not a product.
- *Do-It-Yourself Marketing Research*, by George Breen and A. B. Blankenship. This book was written before the internet, but that's one of the things I like about it. It will teach you the old-fashioned way of doing market research - by talking to people.

Resource List last updated by Stacey Cordeiro, 12/8/13
