



Startup Journal

THE WALL STREET JOURNAL *Center for Entrepreneurs*



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Here's what the media and entrepreneurs say about StartupJournal.com:

"Helping businesses succeed is good for business and the economy in general. And entrepreneurs can find plenty of encouragement online at StartupJournal.com. Follow the link to 'business plan tools,' and the site will walk you through the creation of a business plan [to] set out details about your product, the market and how you will put the two together. You also can sign up for e-mail alerts on listings of businesses and franchises that are for sale."

— *Philadelphia Inquirer*

"StartupJournal.com is a first-rate site that targets entrepreneurs seeking to start or buy a business or franchise. With the resources of WSJ publisher Dow Jones & Co. behind this site, you can count on information being thoroughly researched and well written. The site is rich in real-life case studies and examples. You'll find a long list of columnists, how-to articles on just about every topic and a strong section on e-commerce."

— *Arizona Business Gazette, 2005*

"StartupJournal.com, The Wall Street Journal's guide for entrepreneurs, was named Outstanding Web Site of 2005 in the Small Business category."

— *2005 WebAward, Web Marketing Association*

"The family of five sites [in The Wall Street Journal Online Network] operates as one, presenting great examples of ease of navigation and consistency.... [T]he cyber-essence of The Wall

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Street Journal sites is the ease with which the reader can move from item to item, and from site to site.

For example, let's say you are on one of the sites, CollegeJournal.com, considering whether you want to take an MBA. There is an in-depth knowledge about the subject here: if you get the urge to see what careers most value MBA's, you might hit the link and glide over to CareerJournal.com. If what you read makes you feel like taking a risk, you might want to shoot over to StartupJournal.com and answer for yourself whatever questions you might have about what it takes to become a successful entrepreneur. If thoughts turn to what you might do with all the money you come by, there's always RealEstateJournal.com, only a click away.

All of these sites are fast, well-designed and full of more information about the subjects they treat than could ever be done justice with as few words as these."
— *Pennsylvania Newspaper Association Foundation, 2006 and 2005 Newspaper Excellence in Cyberspace Award. Winning category: Consistency (2006 and 2005) and Ease of Navigation (2005)*

"StartupJournal.com offers a good e-newsletter under the "Toolkit" bar at the left (click on email center). I get the daily entrepreneurial and small-business news and features, as well as updates for executives and managers. It's valuable information."
— *Youngstown (OH) Business Journal, 2005*

"Our Favorite Web Sites: StartupJournal.com, The Wall Street Journal's Center for Entrepreneurs, is a great resource for anyone considering opening a small business. Free of charge you can find timely articles and columns, create a mini-business plan to test your business assumptions, participate in business discussions and use the site's trademark search."
— *Tampa Tribune, 2005*

"What entrepreneurs need to know: Go to those who know what they're talking about when it comes to money: The Wall Street Journal. Visit their online center for entrepreneurs at StartupJournal.com. The site includes business opportunities, franchises for sale and lots of tips and facts on how to start your own business and, more importantly, keep it running."
— *Arizona Woman magazine, 2005*

"EPpy Award Finalist 2004: StartupJournal.com for Best Internet Business Service."
— *Editor And Publisher/MediaWeek magazines*

"2004 Gold Award: We see all the hard work and dedication that you have put into constructing StartupJournal.com and your efforts are well deserved. Your site displays excellent design and layout, with quality content and informative information for your visitors."

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— *The American Association Of Webmasters*

"StartupJournal.com wins 2004 Standard of Excellence WebAward"

— *Web Marketing Association*

"If you're looking for a web site that's chock full of information for launching your latest entrepreneurial endeavor -- or you just need help retaining your small business' valuable employees -- The Wall Street Journal's StartupJournal.com fits the bill. The site is one of the better designed small business information resources available on the Internet today, making it easy to find what you're looking for at the click of a mouse. The Wall Street Journal has been a trusted name for the nation's top business leaders for yours. The paper's Web site devoted strictly to small business is sure to be an equally important resource for entrepreneurs."

— *The Daily Review, Houston, 2004*

"2004 Best Business Web Site: StartupJournal.com, a creation of The Wall Street Journal, is a very useful how-to and practical advice site from the authoritative business information source. From a researcher's perspective, we particularly appreciate the various free searchable databases. Consider this source if you need reliable advice on running a small business or franchising, or if you want to conduct a search on trademarks and businesses for sale, or to locate venture capital firms."

— *FIND/SVP*

"StartupJournal.com: The Wall Street Journal's site for small-business owners offers timely feature articles ("Dot-com Entrepreneurs: Where Are They Now?"), plus free tools such as a step-by-step guide to writing an effective business plan. If you're in the market to buy a business, there's also a searchable database of some 15,000 of them that are for sale."

— *Time Magazine's Guide to the Best Websites for Business 2003*

"An offshoot of The Wall Street Journal, the online StartupJournal.com offers regularly updated news, analysis, ideas and advice for entrepreneurs. The site digs especially deep on several topics, including franchising, technology issues and financing, and its online forums let readers post questions and trade advice."

— *San Francisco Chronicle*

"***** (Five Stars): StartupJournal.com offers guidance on starting or buying a business or franchise, with business planning tools and lists of franchise opportunities, businesses for sale and venture capital firms. The feature stories, new each day on the homepage, are worth a regular visit. StartupJournal.com carries lots of how-to information, and with the muscle of the Dow Jones media empire behind it, the reporting is always solid, reliable and entertaining. StartupJournal's sections--Columnists, How-To, Ideas, Franchising, Financing, Technology, Running a



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Business--carry practical advice and real-world examples. Online search and tool functions that help you build a business plan, or find trade shows, businesses for sale, trademarks and business lawyers, are all run by respected outside services. You'll get the most out of StartupJournal.com by reading the features and columnists, as business reporting is what they do best."

— *2004 BizBest Guide to Small Business Resources*

"Are you thinking about seizing that perfect business opportunity? Every year, thousands of would-be entrepreneurs envision that the ideal business can set them on the path to fame and fortune. However, not only can starting a business be expensive, but you could lose your entire investment if you don't make the right moves and set realistic goals. For more information, visit StartupJournal.com, The Wall Street Journal's website for small-business owners and would-be entrepreneurs. It includes articles and links to some of the best small-business information on the Web."

— *Black Enterprise Magazine*

"A Hot Spot Website for Small Business: StartupJournal.com. A product of The Wall Street Journal, StartupJournal.com contains an online database of business opportunities, capital available and capital wanted. Other topics include business plans, human-resources issues and franchise information, all offered from a small-business perspective."

— *Seattle Post-Intelligencer, 2002*

"The redesigned StartupJournal.com expands its categories of information and depth of content. It has the largest database on the Web of businesses for sale, over 10,000 at any given time. One feature allows users to be alerted by email when a certain type of business comes on the market, whether it be a bed & breakfast in Maine or a rubber plant in Ohio. In addition, the site is working closely with the print Wall Street Journal on a joint reporting project. Journal reporter Bernie Wysocki has been granted full access to four startups during the next year. His articles will appear in print and online, and company's CEOs will participate in online discussions on StartupJournal.com."

— *Editor & Publisher*

"While other sites put more content behind subscription walls, WSJ.com, one of the first fee-based content providers, continues to put more editorial on the free side on StartupJournal.com. All of the interactive material is good... One very good editorial idea is "The Challengers" series, which will track four startups over the next year. If handled well, with frequent updates and perhaps postings from the companies themselves, this could be a very sticky narrative that could bring users back to track the unfolding story."

— *min's New Media Report*

"StartupJournal came along right at the end of the dot-com boom, but with hundreds of thousands recently laid off in the tech sector and elsewhere, the site knows many will start their own companies. Created by The Wall Street Journal, this site

tries to help shepherd that initiative by showcasing the largest database on the Web of businesses for sale. One feature alerts by email when a certain type of business comes on the market, whether it be a bed-and-breakfast in Maine or a rubber plant in Ohio."

— *Atlanta Journal-Constitution*

"StartupJournal.com is one of the world's 50 most useful resources for small business. The site caters to entrepreneurs seeking guidance on starting or buying a business or franchise. In fact, it has a section devoted to franchising with dozens of excellent articles on finding the right fit, and its main page is updated daily with the day's features and links."

— *2003 BizBest Guide to 50 Top Resources*

"A hot web site is StartupJournal.com, The Wall Street Journal's center for entrepreneurs. It's a must for entrepreneurs, and keeps you current in all areas of business."

— *Business in Vancouver magazine*

"Marketing experts say that if you acquire customers when they are young, you have an increased chance that they will remain customers for life. If B2B marketers believe that the same theory holds true for young businesses, then they'll be excited about The Wall Street Journal's online venture, StartupJournal.com. As a resource site for the seven million people who are trying to buy or start a new business at any given time, WSJ has relaunched its Center for Entrepreneurs as StartupJournal.com. The site targets fledgling small-business owners who need expert guidance to help them survive and grow in today's competitive business environment."

— *BusinessMedia*

"StartupJournal.com is dense in terms of content...Don't be turned off by presumed information overload, because with StartupJournal's use of clearly-defined links, users who need some quick advice can find what they want with a couple clicks of the mouse. But for those who have or need time to understand what is involved in starting their own businesses, the site serves as a thorough overview of the startup process."

— *Columbus (Ohio) Daily Record*

"Cool site of the week: StartupJournal.com. In an age of continually downsizing companies, more and more people are turning to their own ingenuity to make a living. The Wall Street Journal has a special web site dedicated to providing information for small-business entrepreneurs. Try it at StartupJournal.com."

— *Albany (N.Y.) Times Union*

"Thanks so very much for providing a to-the-point newsletter filled with exactly the kinds of subjects my clients need to know. A truly wonderful site for the beginners and more sophisticated as well. Please don't stop!

— *Anne Coleman, Oklahoma City*

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