



Running a Successful Business After the Start-Up Phase: Or, Who Are You Calling Mature?

By Liz Broomfield

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The follow-up to How I Survived my First Year of Full-Time Self-Employment: Going it Alone at 40, Running a Successful Business After the Start-up Phase looks at what happens once you have survived those start-up years. With sections on building your customer base, investing in your business, blogging and social media, this book gives the mature business-owner an essential toolkit for making more money, having more fun and reclaiming their work-life balance. Read on its own or in conjunction with How I Survived my First Year of Full-Time Self-Employment for a no-nonsense and practical guide to EXACTLY how to do things. There are no special secrets to buy or courses to take; the book links to extra resources on the Libro website which can be accessed free of charge. Do you want to know how to: Say yes to the right customers and no to the wrong ones Build your social media platform in a reciprocating and principled way Make more money doing less work Reclaim your work-life balance Build links with other people in your industry and...



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