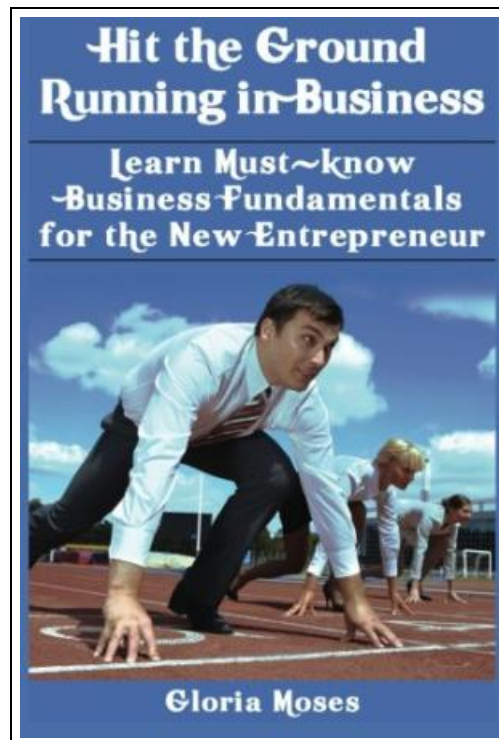


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Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English. Brand new Book. Wanting to be a business owner is a lofty goal. It takes guts, and it means that you believe you have what it takes to make it on your own. And depending on your personality, not having a boss may be a blessing or a disaster. It's not as easy as you may think to run a business. You have to discipline yourself to get the work completed on time and to make the right business connections at the right time. Oftentimes, new business owners work 16 to 20 hours a week as they bear the brunt of most of the work until they're generating enough cash flow to hire an employee. Starting a business in today's interconnected world involves planning, making key financial decisions and completing a series of legal activities. The chapters in this quick study guide will help you prepare and manage your business. ===== TABLE OF CONTENTS ===== Chapter 1 - The Art of Starting a Successful Business Chapter 2 - The Art of the Sales Pitch Chapter 3 - The Art of Raising Money for Your Business Getting Money from Yourself and Family Members Chapter 4 - The Art of Branding Branding Qualities and Tips Other Branding Tips: Chapter 5 - The Art of Writing a Proper Business Plan The executive summary should include the following key talking points: Chapter 6 - The Art of Bootstrapping Your Way to Success Chapter 7 - The Art of Recruiting Talented People Before Recruiting Staff Writing the Job Description Recruitment Tips: Chapter 8 - The Art of Partnering with the Right People Where to Look for a Business Partner Networking the Easy Way Chapter 9 - The Art of Being a Good Checklist:...



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