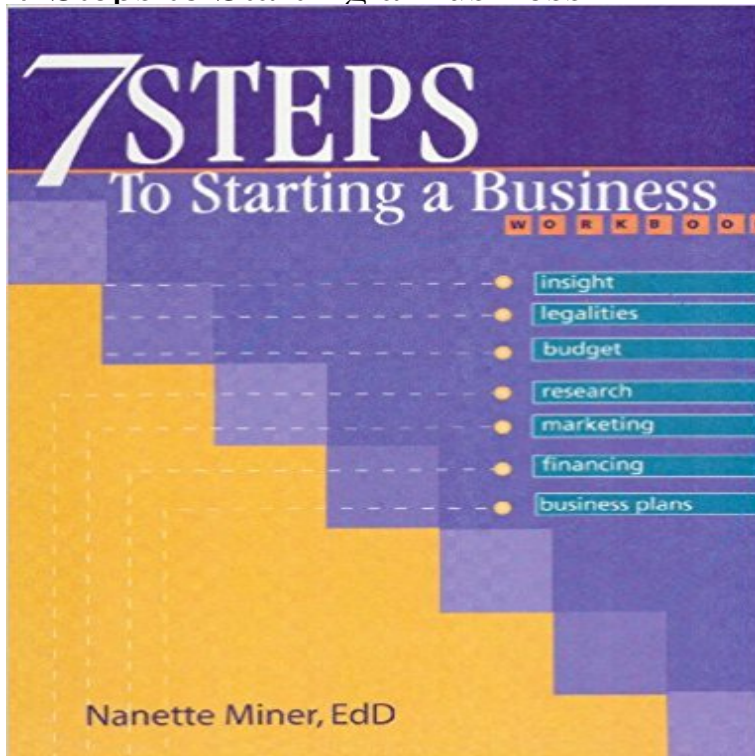


7 Steps to Starting a Business



Descriptive, informative, funny, and thought provoking. This book is a no-nonsense guide to starting a business in 7 steps; the really interesting thing about its approach is that it almost sounds as if its talking you OUT of doing it! The authors perspective is not so much on the how-to, but on the make sure you are prepared for for instance: I feel my role in writing this book is twofold:1. to scare the bejeebers out of you so that you dont do it, if you arent fully aware of what it will take and are not fully prepared to make the commitment, and,2. to streamline the process for you so that you dont make a lot of mistakes that might discourage you and possibly contribute to failure.The workbook nature of this book allows you to think through your business and its potential (and limitations) before you plunge ahead with an idea. For instance list at last three qualification you have that will be advantageous to you as you pursue this business / market? really helps you to articulate why your ideas is better than the next guys. Its also full of pieces of wisdom such as, A \$3,000 desk might be beautiful, but if you were to go out of business in a year, would you pay even half that for a used desk? Who do you think would?This is a how-to guide and a business consultant all in one! You cant miss with this one!

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