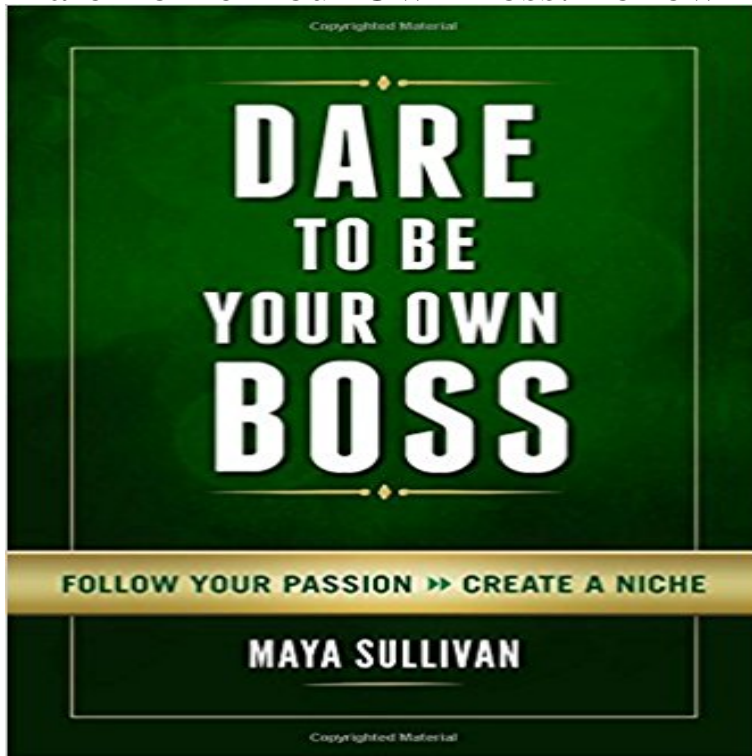


## Dare To Be Your Own Boss: Follow Your Passion, Create a Niche



How often have you thought about Being Your Own Boss (BYOB)? It begins with a dream and then by taking small steps you can make it happen. You can enhance the probability for success by taking time to navigate the early stages of starting a business. Many eagerly launch an enterprise before giving enough thought to the exploration, research and planning processes. There are six stages to the pre-startup process: Step One involves using 14 keys to discover what ignites your enthusiasm and passion. Step Two encompasses exploring areas where there are needs or a demand for products and services. Step Three is matchmaking. It involves combining passion and opportunities to identify ideas that resonate and are a good fit. Step Four focuses on researching the viability of your choices. It entails looking at trends and kinds of businesses that could do well--even in weak economies--for well-managed enterprises. Step Five is about identifying the type of people you feel impassioned to serve and creating a niche. Step Six is about moving forward and taking 50 action steps to make it happen. Dare To Be Your Own Boss will help you travel the road to becoming an entrepreneur. You will explore: 6 Benefits and 6 Drawbacks of BYOB 10 Entrepreneurial Traits for Success 14 Keys to Discover What Ignites Your Vocational Passion 12 Major Industries and Trends Over 600 business opportunities How to Create a Special Niche Market Research using 16 Sources and 21 Questions Decide if and when to BYOB 50 Action Steps to Starting Your Business Over 300 Resources to Develop and Launch Your Enterprise Dare To Be Your Own Boss is a valuable resource for entrepreneurs - new and seasoned. The book will encourage you to follow your heart and make a difference in your own unique way. Empower Yourself to Be Your Own Boss!

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