

Start Your Own Business Rieva Lesonsky

YOUR ROAD MAP to BUSINESS SUCCESS From the editors of Entrepreneur magazine, this bestselling business startup book has helped hundreds of thousands of readers start their own businesses. Revised, expanded and updated, the 4th edition will help you save time and money, minimize mistakes and maximize profits. Our practical, easy-to-follow advice takes you step by step through the startup journey and guides you through the first three years of business ownership. You'll find the comprehensive, in-depth information you need to bring your business to life, plus dozens of work sheets and checklists you can use to measure your progress along the way. HERE'S MORE OF WHAT YOU'LL FIND INSIDE: HOW TO get business ideas and pinpoint your target market SECRETS OF successful marketing, from building a brand and promoting your business online to free and low-cost promotion ideas and effective selling techniques HOW TO harness the power of the internet to simplify startup and increase your chances of business success CREATIVE WAYS to finance startup and growth HOW TO take advantage of the latest technology to set up an efficient business on a budget PLUS: Contact information and websites for hundreds of resources, including startup assistance sources, government offices and small-business-friendly banks

When companies go looking for top business talent, they hire a “headhunter”—an executive recruiter. Executive recruiters are experts at locating star job candidates, leaders and managers of a caliber rarely discovered by the usual recruitment sources. And because business is growing more competitive each day and becoming more demanding of top-flight leadership and decision-making skills, companies are increasingly turning to executive recruiters to help them find the talent they need to stay competitive. This comprehensive guide reveals the strategies used by the best executive search professionals in starting and running their own successful placement services. There are more tricks of the trade in this business than in many others—and we'll reveal what you really need to know: • How to network for both client and candidate leads • The difference between contingency and retainer fees • How to approach prospective candidates • Little known characteristics to look for in executive job candidates • The latest industry trends and fee information Learn how to find the best talent for hire—and make good money doing it.

In an inspirational text, successful men and women discuss how they got started and overcame obstacles such as competition and grueling work schedules, and share reflections on what drove them to be on top. Original. IP.

Re-focus your business plan and achieve the success your business deserves Business owners, and their teams, often lose their way in the midst of the day-to-day stress of generating sales and profits. Whether your goal is selling millions of your product, expanding operations to a new location, or generating more profits, Start at the End offers a unique approach and action steps for business owners and entrepreneurs to redevelop your business plan and achieve ultimate success. You'll learn how to re-create your long-term vision and then make continuous progress in achieving that vision while continuing to hit your short-term goals. Start at the End offers inspiring stories of other entrepreneurs who have achieved significant success in this area, as well as easy-to-follow exercises and next steps. Shows how to develop a realistic business and financial model based on market data Explains how to identify and pursue

new opportunities, raise capital, and build growth strategies Start at the End gives business owners a chance to take a step back, re-evaluate your business, and redesign your business plan to achieve the success you dreamed of when you first launched your company.

In 1998, "Entrepreneur" magazine editor Lesonsky and her staff "wrote the book" on startups that became a national bestseller and a life-changing resource for hundreds of thousands of entrepreneurs. Now they have created the third edition, including new information for today's business world.

Secrets to Writing a Successful Business Plan: A Pro Shares a Step-by-Step Guide to Creating a Plan that Gets Results by Hal Shelton will open your eyes to insider tips, hints, and techniques for creating a winning business plan and attaining funding. This second edition maintains the original laser focus on writing the plan. It also adds much material on the vibrant crowdfunding platforms as well as providing a new section on issues faced by early stage companies. Nearly 50 percent of new businesses fail within five years. A well-thought-out business plan can dramatically turn the odds in your favor. With this easy-to-follow guide, you will (1) Discover why you need a business plan and the best style for you, (2) Receive step-by-step guidance for creating each section of your plan, (3) Get proven strategies for obtaining bank loans and attracting investors, (4) Spend less time writing your plan and more time setting up your business, and (5) Learn how to create a business plan for a nonprofit This book is for entrepreneurs who are thinking of starting a small business or nonprofit, and for small business owners who want to grow an existing business or solve an operating problem. This book will also help if you are looking for assurance that you are headed in the right direction, seeking help with a section of your business plan that you do not understand, feeling that a section of your business plan is not robust enough and want pointers, or wanting to learn where and how to apply for funding. Entrepreneurs should always surround themselves with mentors and advisors, so you will also find ideas on where to find these valuable resources. The Secrets to Writing a Successful Business Plan is packed with actionable advice and real-life examples from Shelton's experience as a senior executive, SCORE small business mentor, and angel investor.

This book guides readers through a very comprehensive, step-by-step process to produce professional-quality business plans to attract the financial backing entrepreneurs need, no matter what their dream.

Your invention is the product of effort and ingenuity that deserves to be protected. Reward all your hard work and creativity by obtaining a patent. The Complete Patent Kit contains everything you need to successfully navigate your way through the patent process. It takes you step-by-step through each stage of the application process and provides vital information for what you need to do, both before and after you receive your patent, to make your invention profitable. Book jacket.

Start Your Own Business Entrepreneur Press

PERSONAL WORKBOOK

Discusses such topics as image-making, using creativity, advertising, working with customers, and networking.

Praise for The ParentPreneur Edge "Who needs an MBA? Julie's book teaches you how to use your parenting experiences to build a business. Brilliant stuff!" --Mary Cantando, author, The Woman's Advantage: 20 Women Entrepreneurs Show You What It Takes to Grow Your Business "Finally! Something that successfully illustrates that parenthood is clearly an asset to

gaining the edge in business and success. Julie has written a valuable book that inspires, motivates, and educates." --Gina Robison-Billups, President, Moms In Business Network and The International Association of Working Mothers "Whether you already have your own business or are thinking about starting one, you need to read this book. Full of actionable ideas that, when adopted, will bring benefits to your business before you're even done reading the book!" --Dr. Tom Hill, coauthor, Chicken Soup for the Entrepreneur's Soul "At last--a book that demolishes the polarization of parenting and work! The skills and talents developed through parenting are a mirror image of those developed and needed in entrepreneurship. Julie Lenzer Kirk's . . . firsthand experience blows away abstractions and shows both parents and entrepreneurs how to thrive. This is a necessary and inspiring book for anyone wanting a whole life." --Margaret Heffernan, author, The Naked Truth and How She Does It, Visiting Professor in Entrepreneurship, Simmons College School of Management "Julie Lenzer Kirk integrates parenting and entrepreneurship in a way that incorporates the best of both worlds with a message that screams: You can do it all and enjoy it too!" --Claudia Morrell, Executive Director, Center for Women and Information Technology "This engaging book will inspire readers by showing them how the lessons and skills they've learned as parents can give them an edge in launching a business." --Rieva Lesonsky, Editorial Director, Entrepreneur magazine "Julie makes the case that parenthood and entrepreneurship are the two toughest jobs you will ever love. Successful parenting skills can be put to great use when you journey down the exciting path of entrepreneurship. This book will help readers make that important connection." --Monica Smiley, Publisher and CEO, Enterprising Women magazine

Grab Your Share of Senior Care The senior population is multiplying by the millions! In fact, during the next 25 years, the senior population in America is expected to double—growing faster than the total population in every state. This means one thing—a tremendous opportunity for aspiring and compassionate entrepreneurs like you! From providing adult daycare or homecare to transportation or concierge needs, our experts cover today's most requested services within the 65+ market. Learn, step by step, how to choose the right opportunity for you, legally and financially establish your business, acquire licenses and certifications, set policies and procedures, and much more! Plus, gain priceless insight, advice, and tips from practicing senior care professionals. Learn how to: Discover your specialty within one of six growing areas of interest— adult daycare, relocation services, homecare, transportation services, concierge, and travel service Design your business to suit your customers' demographics and special needs Set your rates Create a support staff who will help you succeed Use effective marketing and advertising to get the word out Build valuable business partnerships that lead to referrals Plan for future growth A record number of seniors are seeking your help—start your senior care service today! The First Three Years In addition to industry specific information, you'll also tap into Entrepreneur's more than 30 years of small business expertise via the 2nd section of the guide - Start Your Own Business. SYOB offers critical startup essentials and a current, comprehensive view of what it takes to survive the crucial first three years, giving you exactly what you need to survive and succeed. Plus, you'll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of challenges.

- Pin point your target market
- Uncover creative financing for startup and growth
- Use online resources to streamline your business plan
- Learn the secrets of successful marketing
- Discover digital and social media tools and how to use them
- Take advantage of hundreds of resources
- Receive vital forms, worksheets and checklists

From startup to retirement, millions of entrepreneurs and small business owners have trusted Entrepreneur to point them in the right direction. We'll teach you the secrets of the winners, and give you exactly what you need to lay the groundwork for success. **BONUS: Entrepreneur's Startup Resource Kit!** Every small business is unique. Therefore, it's essential to have tools that are customizable depending on your business's

needs. That's why with Entrepreneur is also offering you access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more – all at your fingertips! You'll find the following: **The Small Business Legal Toolkit** When your business dreams go from idea to reality, you're suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you'll get answers to the "how do I get started?" questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business. **Sample Business Letters** 1000+ customizable business letters covering each type of written business communication you're likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style. **Sample Sales Letters** The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions, prospecting, setting up appointments, cover letters, proposal letters, the all-important follow-up letter and letters covering all aspects of sales operations to help you make the sale, generate new customers and huge profits.

In 2017 34% of the workforce was considered part of the gig economy. This growing workforce of freelancers and side-giggers is also estimated to grow to 43% by 2020. That's 4 million freelancers, soon to be 7 million by 2020. Whether it's people looking to earn extra money, those tired of their 9-to-5, to entrepreneurs looking to grow their side hustle, Entrepreneur is uniquely qualified to guide a new generation of bold individuals looking to live their best lives and make it happen on their own terms. Whatever industry or jobs this new workforce takes, **Start Your Own Business** will guide them through the first three years of business. They'll gain the know-how of more than 30 years of collective advice from those who've come before them to: **How to avoid analysis paralysis when launching a business** **Tips for testing ideas in the real-world before going to market with insights from Gary Vaynerchuk** **Decide between building, buying, or becoming a distributor** **What to consider when looking for funding from venture capitalists, loans, cash advances, etc.** **Whether or not a co-working space is a right move** **Tips on running successful Facebook and Google ads as part of a marketing campaign** **Use micro-influencers to successfully promote your brand on social media**

Running a small business is hard and confusing. Most entrepreneurs start a company to solve a problem and just want to focus on doing only that. Unfortunately, starting a business gets in the way and everything that comes along with it. Like: **Marketing** **Sales** **Customer Service** **Employees** **Freelancers and Vendors** **Money and Finance** This book solves that problem. It is a simple guide for anyone in a small business to be able to accomplish one of these tasks in five steps or less. No more angst over the issue or searching for the solution on the web.

These 100 small business hacks are your shortcut to success. We assemble these after our combine 50 years in business both as small business owners ourselves and as journalists interviewing thought leaders about their path to prosperity. It has never been easier to start a business, but with so much competition moving at the speed of the internet, it has also never been so easy to fail. This does not have to be you. This book is not meant to be read from beginning to end. Jump to the problem that you need to solve and get started. Keep this guide nearby on your desk, your tablet, smart phone or under your pillow. It will allow you to quickly bust through most problems you will encounter and leave more time to do what you love at your company.

Small businesses that thrive integrate the customer's perspective throughout their business. They don't market to prospects, they connect with potential customers. They create relationships. When small businesses embrace their customers at their core, customers show them love in return. The result? Unmatched customer satisfaction, loyalty, referrals and growth. Customer-centric marketing doesn't have to be hard. And it doesn't have to be expensive.

Customer, LLC is a marketing book just for small business owners. Whether you run a restaurant or a fitness studio, are an attorney or a photographer, make custom jewelry or mass produce widgets, Customer, LLC is for you.

Lack of confidence and fear of failure often hold women back from being entrepreneurs. In *The NICE Reboot*, Penina Rybak provides a self-help manual for today's female entrepreneurs who are looking for practical help, who need to stay current, and who want to be more tech-savvy. Entrepreneurs who are also trying to juggle work, family, personal growth, and satisfaction with their lives. This inspirational as well as practical book is for entrepreneurs who need to learn about current technological trends and how these trends affect marketing, productivity, and their success. Based on her extensive personal experience, Rybak reveals: Practical strategies to increase your business and technology IQs; The imperatives you need to fulfill to orchestrate change and make a difference for future generations; How the iPad can be used to help you forge a path to create innovative services/products. The book is filled with examples and inspiring advice from entrepreneurial thought leaders, hyperlinks to hundreds of helpful articles, and philosophical questions for you to consider. It's a blueprint of best practices to help you become a better female entrepreneur in today's start-up culture.

"Delaney's excellent book truly is the definitive guide. It easily and thoroughly explains everything you need to know." Steve Strauss, USA Today "Exporting: The Definitive Guide to Selling Abroad Profitably is generously sprinkled with Notes and Tips that deliver concise, insightful bursts of advice and counsel. These suggestions alone are worth the price of the book. From planning to execution, Laurel Delaney is like a trusted guide—encouraging one forward, pointing out potential pitfalls, and helping navigate the way through the exciting and challenging world of exporting." John N. Popoli, President and CEO, Lake Forest Graduate School of Management "I highly recommend this book to anyone looking to export. The real world, nuts and bolts kind of advice and information it contains will save you money and time— and make you a more effective exporter." Steve King and Carolyn Ockels, Small Business Labs "Exporting: The Definitive Guide to Selling Abroad Profitably is an invaluable guide to navigating the often-challenging waters of exporting." Rieva Lesonsky, SmallBizDaily "Exporting: The Definitive Guide to Selling Abroad Profitably is the 'how to' manual on how to grow USA factories jobs. Step by step and easy to read." Drew Greenblatt, CEO, Marlin Steel "If you intend to grow your business beyond the U.S. border, Exporting: The Definitive Guide to Selling Abroad Profitably is a great place to start." Anita Campbell, founder of Small Business Trends "As a valued Chapter Chair of the Women Presidents' Organization, Laurel Delaney has addressed a key issue our members face. While 25% of our members are international, another 25% would like to do business internationally. This book is a powerful guide that will help empower business owners and entrepreneurs by giving them everything they need to know about exporting." Dr.

Marsha Firestone, President and Founder of the Women Presidents' Organization "Exporting: The Definitive Guide to Selling Abroad Profitably takes the fear out of going global. It provides a step-by-step roadmap with very detailed and practical advice. From helping to identify markets to developing the relationships necessary for sales and distribution--this book is a must-have for any business trying to expand globally and profitably." Ellen A. Rudnick, Executive Director and Clinical Professor, Polsky Center for Entrepreneurship and Innovation, University of Chicago, Booth School of Business Exporting: The Definitive Guide to Selling Abroad Profitably is for entrepreneurs and small business owners—the makers, movers, and shakers in our world—interested in taking their businesses to the next level of growth through exports. In the old days, creating an international business was left to relatively few--those with the wherewithal to move boatloads of goods into foreign countries. But now, thanks to the Internet, businesses of all sizes have a huge new opportunity to sell both goods and services globally. Yet only 1% of all U.S. businesses export. Why? Typically, exporting begins with unsolicited inquiries from foreign customers on the web via email, website, blog, or posting on a Facebook page. People outside your country want your product, and they want it now. The problem is that most small business owners do not know how to service these inquiries. What's the best way to ship goods? Do I need a license? Should I sell through wholesalers in specific countries or directly to consumers? How will I get paid? Help is here—Exporting equips you with the knowledge you need to market, sell, and fulfill orders internationally, taking full advantage of the Internet and the opportunities it creates. It also imparts a can-do spirit on exporting, leading to greater revenues, stability, and profitability for your business. Exporting: The Definitive Guide to Selling Abroad Profitably: Lays out simple steps to conduct market research, find customers, open new markets, get paid, and ship goods and services. Takes you through the exporting process via the Internet and other means. Shows how to use social media to expand your international presence. Provides insider tips and strategies to export efficiently and profitably. Explains how the U.S. government helps exporters. Walks readers through the export business plan. With 70 percent of global buying power lying outside U.S. borders, exporting is not just an option for ambitious entrepreneurs--it's an absolute must for building and sustaining a successful future.

Inspired by the hottest online trends and technology, the experts at "Entrepreneur" uncover a virtual universe of online opportunities. Readers can discover their online niche, successfully set up their business, reach out to a worldwide customer base, and start raking in extra cash--and spend less than \$5,000 on startup.

Your One-Stop Guide to Buying a Homebased Franchise Join the growing ranks of entrepreneurs starting homebased businesses by exploring the exciting opportunities available in today's franchise market. Ultimate Book of Homebased Franchises 2005/2006 provides comprehensive franchise listings targeted the

expanding segment of homebased businesses. Focused on entrepreneurs seeking options beyond joining the 9-to-5 work force, this all-in-one guide delivers practical advice and an expert overview of the franchise world, plus listings of the top homebased franchises. This guide includes: Time-critical information for doing business today Top 10 list for homebased franchises Details on contracts, costs, size, training, support and franchisee qualifications Facts on more than 320 homebased franchises Lessons from Entrepreneur magazine's more than 25 years of research and reporting Learn everything you need to know about homebased franchise ownership, from researching options to buying the franchise to setting it up in your home. Discover insightful advice on daily operations and skills needed for sustaining continued success, such as marketing, promotion, administration and more. Ultimate Book of Homebased Franchises is the most comprehensive and powerful tool available for establishing a profitable homebased business today.

It's time to drop the rose-colored glasses and face the facts: most new businesses fail, with often devastating consequences for the would-be entrepreneur. The New York Times, Wall Street Journal, and USA TODAY bestseller *The Entrepreneur Equation* helps you do the math before you set down the entrepreneurial path so that you can answer more than just "Could I be an entrepreneur?" but rather "Should I be an entrepreneur?". By understanding what it takes to build a valuable business as well as how to assess the risks and rewards of business ownership based on your personal circumstances, you can learn how to stack the odds of success in your favor and ultimately decide if business ownership is the best possible path for you, now or ever. Through illustrative examples and personalized exercises, tell-it-like-it-is Carol Roth helps you create and evaluate your own personal Entrepreneur Equation as you:

- Learn what it takes to be a successful entrepreneur in today's competitive environment.
- Save money, time and effort by avoiding business ownership when the time isn't right for you.
- Identify and evaluate the risks and rewards of a new business based on your goals and circumstances.
- Evaluate whether your dreams are best served by a hobby, job or business.
- Gain the tools that you need to maximize your business success.

The Entrepreneur Equation is essential reading for the aspiring entrepreneur. Before you invest your life savings, invest in this book!

Get expert advice on marketing, selling online, accounting, and more—all tailored to the current economic climate—in this new, updated edition of the go-to resource for hopeful entrepreneurs. America's #1 small business expert is back with a brand-new, updated, and expanded edition of her essential handbook, *Become Your Own Boss in 12 Months*. Using her years of entrepreneurial experience, Melinda Emerson guides you through the process of opening your own business with step-by-step instructions for leading effectively, developing a winning marketing plan, setting a budget, and maintaining your business once it's up and running. She also offers new strategies for social media techniques, customer

engagement, selling online, and more. This new edition of *Become Your Own Boss in 12 Months* can help you build your business and invest your time (and money) where you need it most in order to succeed in today's market. With Emerson's expert business advice, you can finally follow your dreams and be on your way to becoming your own boss!

"This book debunks the myths of business start-ups by telling the truth: you have to be crazy to start a business. Written by serial entrepreneur Barry Moltz, the book delivers irreverent, straight talk about the complex intersection of start-up business, financial health, physical well-being, spiritual wholeness and family life. This perspective is augmented with other personal tales from the entrepreneurial front. The book offers tidbits of insight that will vaporize isolation, encourage self-reflection and refresh the spirit of anyone who has started a business or is thinking of starting one."--Publisher description.

An updated third edition of the most comprehensive guide to small business success Whether you're a novice entrepreneur or a seasoned pro, *The Small Business Bible* offers you everything you need to know to build and grow your dream business. It shows you what really works (and what doesn't!) and includes scores of tips, insider information, stories, and proven secrets of success. Even if you've run your own business for years, this handy guide keeps you up to date on the latest business and tech trends. This Third Edition includes entirely new chapters devoted to social media, mobility and apps, and new trends in online discounting and group buying that are vital to small business owners everywhere. New chapters include: How to use Facebook, Twitter, and other social media tools to engage customers and potential stakeholders How to generate leads and win strategic partnerships with LinkedIn How to employ videos and YouTube to further your brand What you need to know about Groupon and group discount buying What mobile marketing can do for your business Give your small business its best shot by understanding the best and latest small business strategies, especially in this transformative and volatile period. *The Small Business Bible* offers every bit of information you'll need to know to succeed. A menu of today's hottest business opportunities--each with a startup cost of less than \$5,000

With this newly updated edition, the experts show you how to make your dreams of starting a business come true!

The definitive A-to-Z guide to researching, selecting, and starting a viable franchise business With more and more professionals looking for alternatives to traditional corporate employment, *Become a Franchise Owner!* informs would-be franchise owners of the joys and perils of purchasing a franchise. Authored by a trusted, feisty, tell-it-how-it-is independent franchise industry insider, this book offers straightforward, step-by-step tips and advice on how to properly (and carefully) research and select a franchise business. Get tips on how to locate information about franchises, current industry trends, interviews with franchisors, and hot franchise opportunities. Offers a self-evaluation to discover if you are "franchise material" Describes how to choose the right franchise for your specific situation Lists the 40 crucial questions to ask current

franchise owners Owing a franchise isn't for everyone; in fact, as Joel Libava says, "it's really not for most people." But if it is for you, this book can guide you in starting your own successful franchise business.

Each year Americans start one million new businesses, nearly 80 percent of which fail within the first five years. Under such pressure to stay alive—let alone grow—it's easy for entrepreneurs to get caught up in a never-ending cycle of "sell it—do it, sell it—do it" that leaves them exhausted, frustrated, and unable to get ahead no matter how hard they try. This is the exact situation Mike Michalowicz found himself in when he was trying to grow his first company. Although it was making steady money, there was never very much left over and he was chasing customers left and right, putting in twenty-eight-hour days, eight days a week. The punishing grind never let up. His company was alive but stunted, and he was barely breathing. That's when he discovered an unlikely source of inspiration—pumpkin farmers. After reading an article about a local farmer who had dedicated his life to growing giant pumpkins, Michalowicz realized the same process could apply to growing a business. He tested the Pumpkin Plan on his own company and transformed it into a remarkable, multimillion-dollar industry leader. First he did it for himself. Then for others. And now you. So what is the Pumpkin Plan? Plant the right seeds: Don't waste time doing a bunch of different things just to please your customers. Instead, identify the thing you do better than anyone else and focus all of your attention, money, and time on figuring out how to grow your company doing it. Weed out the losers: In a pumpkin patch small, rotten pumpkins stunt the growth of the robust, healthy ones. The same is true of customers. Figure out which customers add the most value and provide the best opportunities for sustained growth. Then ditch the worst of the worst. Nurture the winners: Once you figure out who your best customers are, blow their minds with care. Discover their unfulfilled needs, innovate to make their wishes come true, and overdeliver on every single promise. Full of stories of other successful entrepreneurs, *The Pumpkin Plan* guides you through unconventional strategies to help you build a truly profitable blue-ribbon company that is the best in its field.

Anyone who opts for self-employment quickly learns that succeeding as your own boss is no walk in the park. While professional freedom has many, many joys, it also involves significant risks. If you're considering self-employment, or you're already self-employed, *The Self-Employment Survival Guide: Proven Strategies to Succeed as Your Own Boss* alerts you to the challenges involved and provides proven strategies for surmounting these obstacles and succeeding. You'll also learn what you need to put in place before taking the leap to being your own boss to help assure your success.

Working for yourself offers personal freedoms and rewards, but the road can curve or travel uphill at times. Here, Jeanne Yocum shares eight key behaviors that impede success and provides proven solutions for the various obstacles that might cross your path, including unreasonable client demands, slow payers, unexpected client defections, daily schedules, health and financial planning, and the feelings of isolation that can sometimes accompany working on your own. Unlike many books that provide only a rose-colored view of self-employment, this book gives a full, realistic view of what being your own boss is actually like. By learning about the ups and downs that come with being in charge of your own livelihood, you will be better able to handle the demands of self-employment and succeed on your own terms.

Unlike other books on retailing, *Specialty Shop Retailing* is aimed at the reader who has a dream of opening a store, but little background in this type of business. The book takes into account the fact that their motivation is often not primarily monetary, but rather the intangible benefits of creating your own business and working with people and products that you love. This new and improved 3rd edition includes material about selling on the Internet, including eBay storefronts; online marketing and customer service improvements; and changes in the retailing field, such as competing with big box retailers and the demise of the sales rep system.

Technology and economics are transforming business in a completely unexpected way: suddenly, even the largest companies must compete as if they were small, local businesses. Suddenly, your customers can talk to everyone else across the nation, and people listen to them, not your carefully crafted advertising or branding. It's just like doing business in a small town, where "reputation is forever." Suddenly, communities and personal connections are critical to your success - just as they've always been in small towns. The best small-town and rural entrepreneurs have been successfully overcoming these challenges for centuries. Their lessons and techniques are suddenly intensely valuable to even the largest companies, most dominant brands, and most cosmopolitan businesses. *Small Town Rules* adapts these lessons and techniques for today's new "global small town": one knitted together through the Web, Facebook, and Twitter. Two pioneering entrepreneurs and social media experts show how to:

- * Survive seasonal cycles and year-to-year fluctuations the way rural farmers and businesses do
- * Use "small town entrepreneur secrets" for coping with limited access to people and capital
- * Reduce risk by "piecing together" multiple income sources
- * Start using customer-driven communication to your advantage
- * Interact with customers on a more human scale, no matter how big you are
- * Rediscover your company's local roots, and more

BE YOUR OWN BOSS "Entrepreneurs enjoy a freedom few ever know. Starting your own business is one of the few remaining paths to wealth—and this book is a valuable road map." Robert K. Kiyosaki, Author of *Rich Dad Poor Dad* Tap into more than 30 years of small business expertise as you embark on the most game-changing journey of your life – your new business. This unmatched guide - the best-selling business startup book of all time - offers critical startup essentials and a current, comprehensive view of what it takes to survive the crucial first three years, giving you exactly what you need to survive and succeed. Plus, you'll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of challenges. Pin point your target market Uncover creative financing for startup and growth Use online resources to streamline your business plan Learn the secrets of successful marketing Discover digital and social media tools and how to use them Take advantage of hundreds of resources Receive vital forms, worksheets and checklists From startup to retirement, millions of entrepreneurs and small business owners have trusted *Entrepreneur* to point them in the right direction. We'll teach you the secrets of the winners, and give you exactly what you need to lay the groundwork for success.

Make your dream of becoming an entrepreneur come true, gain confidence to start your own business. Learn easy-to-follow, practical, proven methods for starting and growing your business.

