

The Complete Idiot's Guide to Starting Your Own Business, 6th Edition (Idiot's Guides)

By Ed Paulson

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- Chock-full of tips for finding the right business idea for you, evaluating an idea's market potential, creating a winning sales plan, developing an effective web and social media strategy, setting up the legal part of your business, and so much more, *The Complete Idiot's Guide® to Starting Your Own Business, Sixth Edition*, gives you the practical advice you need to start any type of business. Starting and running your own business, where you run the show your way, isn't as far-fetched as you might think. Many entrepreneurs have successfully ventured out on their own, even during tough economic times, and you can, too. Special emphasis is placed on matching you to the right business idea and writing a great business plan that will withstand tough investor scrutiny.

  Author, Ed Paulson, has fully updated the content to reflect today's opportunities and challenges, and added new components that feature the basics of creating a web-based business strategy, managing your personal and business risks, business essentials for professionals such as doctors and engineers and how to successfully navigate your first year in business. In addition, this new edition features great tips for leveraging social media as a tool for selling products and marketing your business.

  Useful topics included in the book: * Matching you to your new business, * Evaluating
  your idea's sales potential, * Writing a fundable business plan, * Two complete sample business plans, * Figuring out if your business will make money, * Finding and working with investors, * Tips on buying an existing business or franchise, * Managing personal and business risks for your life stage, * Surviving your first year in business, * Practical marketing and social media tips, * Ideas for getting sales and managing salespeople, * Managing employees, both good and bad, * Doing business internationally, * Managing your first year's cash flow, * Developing a sound web strategy, * What to consider when incorporating, * Important business tips for professional practices.

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Editorial Review

Review
"Paulson's advice provides practical relevant strategies for the most important issues facing every small business founder."
-Dan McManus, founder and president, Team Floral and McManus Group

"Anyone starting a business must read this book first. It is a concise, easy-to-understand guide that will save time and money. I recommend it to my business clients."
-Geraldine J. Tucker, attorney and consultant, Law Office of Geraldine J. Tucker

"Paulson's guide is an invaluable tool. As a small business owner it helped me with everything from accounting and knowing how to interview potential employees to being in touch with my truest motivation for being in business in the first place."

Ann Heaton, singer-wongwriter, business owner (anneheaton.com)

From the Author
Entrepreneurship starts with you - the entrepreneur - because every new business has someone whose energy, vision and passion changes it from an idea into reality. I have spent over 25 years either working with, or starting my own, new businesses and each one was unique. No cookie-cutter approach will work to start *your business because you are not a cookie cutter person. For this reason, I wrote The Complete Idiot's Guide to Starting Your Own Business to help you find the right business for you, to create a solid business plan that can withstand scrutiny and also to offer guidance that will help you get through the all-important first year*.

The book contains a blend of practical advice, war stories and concepts that will put the odds of successfully starting your own business on your side - not on the side of luck. Two complete business plans are included to give you a solid idea of what a viable plan actually looks like. You cannot succeed as an entrepreneur if you are unwilling to take risks and you are far more likely to succeed if you take smart risks. My goal with the book is to help you evaluate your situation against your idea and the marketplace so that any business risks you intend to take will support you, your family and your goals - making it a smart risk.

From the Back Cover
Turn your small-business dreams into reality!

Starting and running your own business, where you run the show *your way, isn't as far-fetched as yoiu might think. Many entrepreneurs are venturing out on their own, and you can too.*

This book is full of tips for evaluating the marketplace, creating a winning sales plan, developing an effective accounting system, ans so much more, this helpful guide gives you the knowledge you need to successfully start the right business for you.

Users Review

From reader reviews:

Johanna Garrett:

Have you spare time for just a day? What do you do when you have a lot more or little spare time? Yep, you can choose the suitable activity regarding spend your time. Any person spent their own spare time to take a move, shopping, or went to the Mall. How about open or maybe read a book titled The Complete Idiot's Guide to Starting Your Own Business, 6th Edition (Idiot's Guides)? Maybe it is to become best activity for you. You know beside you can spend your time with the favorite's book, you can smarter than before. Do you agree with it has the opinion or you have additional opinion?

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Debbie Clark:

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Roy Rogers:

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