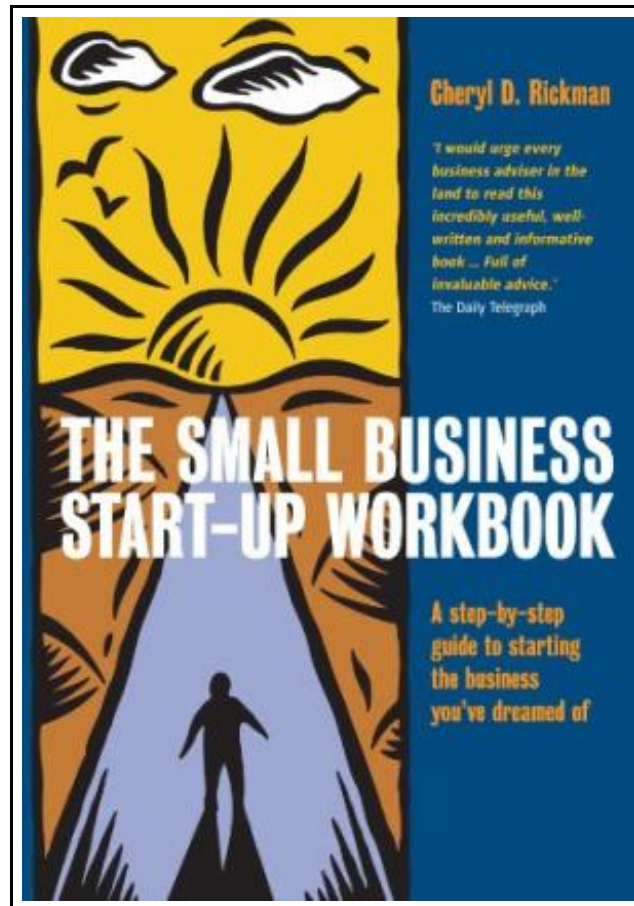


The Small Business Start-up Workbook: A Step-by-step Guide to Starting the Business You've Dreamed of



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THE SMALL BUSINESS START-UP WORKBOOK: A STEP-BY-STEP GUIDE TO STARTING THE BUSINESS YOU'VE DREAMED OF



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Little, Brown Book Group. Paperback. Book Condition: new. BRAND NEW, The Small Business Start-up Workbook: A Step-by-step Guide to Starting the Business You've Dreamed of, Cheryl D. Rickman, In this practical and comprehensive workbook, Cheryl Rickman, offers a modern approach to self-employment and business start-up. Packed with real-life case studies and practical exercises, checklists and worksheets, it provides a step-by-step guide to researching and formulating your business ideas, planning the right marketing strategies, and managing a team that will drive your vision forward with you. You'll discover what, with hindsight, well-known entrepreneurs would have done differently, what their biggest mistakes have been and what they've learnt: Dame Anita Roddick, Julie Meyer, Stelios Haji-loannou, Simon Woodroffe and others reveal their best and worst decisions and contribute their wisdom and tips for succeeding in business. You'll learn how to: develop, research and plan "the idea"; design and create the right products and services; define and understand your customers and target audience; secure finance and manage cash flow and accounts; create a winning brand and marketing message; gain and retain customers; achieve competitive advantage; plan, create, launch and promote your website; and manage your business and time. This fresh approach to small business start-up also includes information and recommendations on making your business ethical and socially responsible, along with exercises to help build self-confidence and visualize success. Contents: Introduction; 1. Where to Begin - What's the Big Idea; 2. What to Do and Sell - Opportunities, Products and Services; 3. Who and Where? Researching Your Market, Target Audience and Opportunity; 4. Who Are You? Defining Your Brand; 5. How to Plot Your Findings and Map Out Your Future; 6. How Much? Figuring Out the Finance: Costs, Funding, Grants and Loans; 7. How to Sell - Marketing and Selling Your Products and Services; 8....



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