

The Small Business Owners Manual

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a reference resource for entrepreneurs anyone starting or operating a business

packed with information for the business owner manager executive staff and student this quick reference book covers a wide range of topics including mission statements time management mind mapping training and development goal setting sales and marketing strategies finance accounting and much more straightforward text and step by step instructions make this a one stop guide to business ownership

this book is a comprehensive guide for starting and running a successful small business in today s demanding business environment the author introduces the reader with the essentials of planning marketing recruiting payroll bookkeeping federal and state requirements and much more every aspect presented is based on actual experience from owning and growing successful businesses with employees the author has been in business since 1991 and is currently a consultant for small business owners this book is a must read for todays business owner

from tips and tricks to long term proven strategies a helpful handbook contains information research and advice on everything from starting a business to low cost marketing techniques including real life examples such as how to host a successful business lunch original

this in depth work is a hands on business creation and operation manual and a powerful working study of the psychology of starting and running a business successfully this indispensable business success guide is for those thinking about starting a business those desiring to save a failing business and those desiring to grow an existing business and succeed in this new release of david presnell s effective business success guides david continues to share his forty years of extensive business experience in business start up operations manual a step by step guide to starting running a successful business learn how to thoroughly research and test your ideas so you will know exactly what will work and what will not determine who your ideal potential customers are and how to satisfy their needs and wants better than your competition does discover the easiest fastest and least expensive ways to raise money and learn how to use your money for maximum

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the self sufficiency that owning your own business brings is in many ways the epitome of the american dream every year hundreds of hopeful entrepreneurs enter the business world only a select few succeed why do some businesses thrive while others quickly fail the answer is simple most fail because they lack properly designed and implemented business strategies in the small business owner s manual three business experts combine their skills in operations human relations and finance to provide you with a guide to entrepreneurial success you ll discover the elements you need to consider and plan for before not after you open for business including product or service definition market analysis exit strategies roadblocks to success funding options accountability company size sales strategies human resources your role in the company and much more don t let your new business become yet another failed attempt at the american dream consultants jerry isenhour ed krow and patricia lawrence put their years of experience saving small businesses at your disposal what you learn from them can be the difference between failure and success your business is a dream come true don t let a lack of preparation prevent you from seeing it thrive

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