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Sinopsis

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This comprehensive, step-by-step guide walks the reader through everything an aspiring small business owner needs to know before getting started. It's not as easy as just hanging up an "Open" sign and letting the money roll in! Planning every step of your business and being aware of all the questions, demands, and challenges you will face will make the difference between just opening up shop and actually running a successful business.

Coming up with a great idea for a business is only the first step. How will you find the start-up funds you need? Have you thought about your market? Do you know how contracts work? How about the difference between an employee and an independent contractor? Are you aware of your competition and the trends in your industry? Do you know how to keep accounts? Do you know what your breakeven point will be? Do you even know what a breakeven point is? If the answer to any of these questions is "no," then this is the perfect book for you!

With clear, friendly prose and helpful diagrams and charts, The Pocket Small Business Owner's Guide to Building Your Business is every prospective entrepreneur's new best friend.