

Start Your Business, Control Your Destiny!

As any successful entrepreneur will tell you, starting and sustaining a business involve unexpected risks, hard work, mistakes, and rewards. Like a trusted friend and mentor, this A to Z guide takes you through the whole process of starting a business, from assessing your attitudes, skills, and abilities to acquiring customers, handling money, using technology, and managing time and productivity. It includes a wealth of information for quickly becoming a successful \$100,000+ entrepreneur.

The Rewards of Being Your Own Boss

- Earn more money • Enjoy true professional and career satisfaction
 - Experience a sense of purpose • Be secure in your career
 - Be independent and make your own decisions
 - Earn the respect of others • Control your own work schedule
- Take pride in your work and accomplishments • Thrive in an entrepreneurial lifestyle

Essential Small Business Strategies and Techniques:

- Business planning and start-up • Customer capture and retention
- Finance, accounting, and tax management • Revenue, profit, and income growth
 - Technology and automation • Operations management
- Productivity, efficiency, and quality • Sales, marketing, and business development

Useful Tools and Resources at Your Fingertips

- 74 key factors for entrepreneurial success
- 6 ways to build a new venture • 3 core business models for success
 - 12 critical components of a winning business plan
- 19 common business pitfalls to avoid • 200+ websites every entrepreneur should visit
 - 10 success factors for customer-relationship management
- 6 essential tools for business development • 19 resources for building brand awareness
 - 50+ technology tools and resources for small business
- 4-step process for effective problem solving • 7 essential business terms and language
 - 5 D's of pile management, organization, and productivity

About the Author

Wendy S. Enelow has founded and managed four successful entrepreneurial ventures, written and co-authored more than 30 books, and regularly speaks to audiences nationwide on what it takes to build a profitable new business. She is frequently quoted in major publications and websites as an expert on career and business issues. As a certified career specialist (CCM, MRW, JCTC, CPRW), she has assisted thousands of individuals in making successful career transitions and helped hundreds of career professionals develop their businesses.

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