

## **Start Your Own Business Rieva Lesonsky**

Small Business Management: Entrepreneurship and Beyond  
Start Your Own Freight Brokerage Business  
55 Surefire Homebased Businesses You Can Start for Under \$5000  
Fast Food Nation  
Senior Services Business  
Ultimate Start-Up Directory  
Start Your Own Executive Recruiting Service  
Small Business Hacks  
How to Start a Magazine  
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Bankable Business Plans for Entrepreneurial Ventures  
55 Surefire Food-Related Businesses You Can Start for Under \$5000  
Eye Yoga  
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201 Great Ideas for Your Small Business  
Take the Cold Out of Cold Calling  
Start at the End  
The Self-Employment Survival Guide  
Become a Franchise Owner!  
Ultimate Book of Restaurant and Food Service Franchises  
2005  
Entrepreneur Magazine's Young Millionaires  
Start Your Own Business  
The Secrets to Writing a Successful Business Plan  
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Start Your Own Wholesale Distribution Business  
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303 Marketing Tips  
The Entrepreneur's Guide to Financial Statements  
The NICE Reboot  
Start Your Own Business in Canada  
Secrets of the Young & Successful  
Start Your Own Business  
Entrepreneur Magazine's Start Your Own Business  
Sleeping with Your Smartphone

### **Small Business Management: Entrepreneurship and Beyond**

Looking to start a business and turn a profit in a very short time? Then becoming a freight broker is likely for you! The experts at Entrepreneur lay out a step-by-step approach to starting a freight brokerage business, showing aspiring entrepreneurs how to establish a business, define services, find reliable carriers, set rates, and more. Requiring no special training or knowledge of the shipping industry, this guide provides real life examples, sound business advice, and priceless tips on creating a successful company in this billion-dollar industry.

### **Start Your Own Freight Brokerage Business**

Explains how to get started managing one's own business, including writing business plans, marketing, accounting, and day-to-day operations

### **55 Surefire Homebased Businesses You Can Start for Under \$5000**

Provides a variety of ideas for the entrepreneurs of small businesses, including finding a great lawyer, locating a good accountant and how to get free government counseling. Original.

### **Fast Food Nation**

From "the guru" of her generation (U.S. News & World Report) comes the first practical book for achieving extraordinary success regardless of your age or experience  
What does it take to go for the gold - and get it - before you've gone gray? Secrets of the Young & Successful explains how youth and inexperience can

actually work for you even if you don't have a dazzling resume or major league connections. Jennifer Kushell and Scott Kaufman, founders of Young & Successful Media Corp., reveal the steps and strategies for charting a nonconventional path to success, including how to: Make important connections that will lead to access and power \* Position your offbeat skills and interests as irresistible talents and strengths \* Gain critical insight on how to survive and thrive in any career \* Weather life's storms with safety nets that mitigate mistakes \* Balance work and the rest of your life Packed with profiles, anecdotes, and key ideas for strategizing, *Secrets of the Young & Successful* is an express ticket for anyone seeking an edge in getting ahead.

## Senior Services Business

Running a small business is hard and confusing. Most entrepreneurs start a company to solve a problem and just want to focus on doing only that. Unfortunately, starting a business gets in the way and everything that comes along with it. Like: ♦Marketing ♦Sales ♦Customer Service ♦Employees, Freelancers and Vendors ♦Money and Finance This book solves that problem. It is a simple guide for anyone in a small business to be able to accomplish one of these tasks in five steps or less. No more angst over the issue or searching for the solution on the web. These 100 small business hacks are your shortcut to success. We assemble these after our combine 50 years in business both as small business owners ourselves and as journalists interviewing thought leaders about their path to prosperity. It has never been easier to start a business, but with so much competition moving at the speed of the internet, it has also never been so easy to fail. This does not have to be you. This book is not meant to be read from beginning to end. Jump to the problem that you need to solve and get started. Keep this guide nearby on your desk, your tablet, smart phone or under your pillow. It will allow you to quickly bust through most problems you will encounter and leave more time to do what you love at your company.

## Ultimate Start-Up Directory

Anyone who opts for self-employment quickly learns that succeeding as your own boss is no walk in the park. While professional freedom has many, many joys, it also involves significant risks. If you're considering self-employment, or you're already self-employed, *The Self-Employment Survival Guide: Proven Strategies to Succeed as Your Own Boss* alerts you to the challenges involved and provides proven strategies for surmounting these obstacles and succeeding. You'll also learn what you need to put in place before taking the leap to being your own boss to help assure your success. Working for yourself offers personal freedoms and rewards, but the road can curve or travel uphill at times. Here, Jeanne Yocum shares eight key behaviors that impede success and provides proven solutions for the various obstacles that might cross your path, including unreasonable client demands, slow payers, unexpected client defections, daily schedules, health and financial planning, and the feelings of isolation that can sometimes accompany working on your own. Unlike many books that provide only a rose-colored view of self-employment, this book gives a full, realistic view of what being your own boss is actually like. By learning about the ups and downs that come with being in charge of your own livelihood, you will be better able to handle the demands of self-

employment and succeed on your own terms.

## **Start Your Own Executive Recruiting Service**

You like doing deals and making money but don't care much for the retail grind? You should be the middleman—the wholesaler—the one who buys goods in volume from manufacturers and sells them to retailers at a profit. With millions of products on the market already and new ones coming every day, the wholesale economy has plenty of room for growth. This guide reveals how to start a thriving wholesale operation, specializing in any industry you choose—and run it from your kitchen table, if you'd like. You'll learn:

- How to make contact with manufacturers and retailers
- Which product lines will bring maximum success
- Insider secrets for overcoming the competition
- How to take advantage of the internet's growing role in distribution
- Effective strategies for increasing profit margins

You'll also get sample forms, step-by-step instructions, checklists and worksheets to guide you smoothly through each stage of the startup process. It's a straight shot from where you are today to owning and running your own business—and you can start right now.

## **Small Business Hacks**

Each year Americans start one million new businesses, nearly 80 percent of which fail within the first five years. Under such pressure to stay alive—let alone grow—it's easy for entrepreneurs to get caught up in a never-ending cycle of “sell it—do it, sell it—do it” that leaves them exhausted, frustrated, and unable to get ahead no matter how hard they try. This is the exact situation Mike Michalowicz found himself in when he was trying to grow his first company. Although it was making steady money, there was never very much left over and he was chasing customers left and right, putting in twenty-eight-hour days, eight days a week. The punishing grind never let up. His company was alive but stunted, and he was barely breathing. That's when he discovered an unlikely source of inspiration—pumpkin farmers. After reading an article about a local farmer who had dedicated his life to growing giant pumpkins, Michalowicz realized the same process could apply to growing a business. He tested the Pumpkin Plan on his own company and transformed it into a remarkable, multimillion-dollar industry leader. First he did it for himself. Then for others. And now you. So what is the Pumpkin Plan? Plant the right seeds: Don't waste time doing a bunch of different things just to please your customers. Instead, identify the thing you do better than anyone else and focus all of your attention, money, and time on figuring out how to grow your company doing it. Weed out the losers: In a pumpkin patch small, rotten pumpkins stunt the growth of the robust, healthy ones. The same is true of customers. Figure out which customers add the most value and provide the best opportunities for sustained growth. Then ditch the worst of the worst. Nurture the winners: Once you figure out who your best customers are, blow their minds with care. Discover their unfulfilled needs, innovate to make their wishes come true, and overdeliver on every single promise. Full of stories of other successful entrepreneurs, The Pumpkin Plan guides you through unconventional strategies to help you build a truly profitable blue-ribbon company that is the best in its field.

## **How to Start a Magazine**

### **The Small Business Bible**

In 1998, "Entrepreneur" magazine editor Lesonsky and her staff "wrote the book" on startups that became a national bestseller and a life-changing resource for hundreds of thousands of entrepreneurs. Now they have created the third edition, including new information for today's business world.

### **Bankable Business Plans for Entrepreneurial Ventures**

SMALL BUSINESS MANAGEMENT provides a balanced introduction to both entrepreneurship and small business management, with a focus on achieving and maintaining a sustainable competitive advantage as a small organization. Current issues, including global opportunities, service, quality and technology, are highlighted throughout the text. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

### **55 Surefire Food-Related Businesses You Can Start for Under \$5000**

You can take care of kids and take care of business. Many mothers today are jumping into the entrepreneurial ring, transforming simple ideas into profitable ventures. And in the process, they're creating flexible jobs for themselves—all without start-up capital, business plans, or even babysitters. Venture Mom recounts inspiring stories from women who have channeled their passions into money-making products and services, from designer onesies to gluten-free cookies. They're thriving in the whirlwind of motherhood and entrepreneurship. Venture Mom helps anyone get started. It strips away the mystery of launching a business and unlocks a fast, easy formula. No time for market research? No budget for promotion? In 12 steps, each achievable in a week, the book simplifies the start-up process and shares: Tips and techniques for honing a concept, doing just enough research, and finding the perfect name \* Five factors that improve the odds of success \* Free resources for logos, web design, and branding \* Strategies for leveraging email, blogging, and social media \* And much more Whether the goal is adding to the family finances or building a major enterprise, Venture Mom delivers the tools you need to make your business dream a reality.

### **Eye Yoga**

Your One-Stop Guide to Buying a Franchise! Entrepreneur magazine presents the gold standard for franchise directories, a reference guide bursting with everything you need to know about buying a franchise. Culled from Entrepreneur magazine's 30 years of research and reporting on the world of franchises, this book is jam-packed with practical, how-to advice to guide you through every step on the road to franchise ownership. Plus, it offers essential information on more than 1,000 of today's hottest franchises! Inside, you'll find: The most comprehensive listing of

franchise companies available anywhere-more than 1,000 companies, including 400 up-and-coming new franchises Up-to-date facts and figures, including contact information, costs, company size, training and support, franchisee qualifications and financial stability ratings Top 10 lists and rankings to help you quickly identify the perfect franchise for you Expert advice on researching your franchise options Tips for negotiating a successful franchise agreement The top 10 warning signs to watch out for And much more! If you've ever considered buying a franchise, look no further-this ultimate directory is the only tool you'll need.

## **Start, Run, and Grow**

The author, a marketing consultant, presents more than one thousand fascinating, proven business ideas from around the world, with information on start-up costs, marketing, franchising, legal requirements, and much more. Original.

## **201 Great Ideas for Your Small Business**

Satisfy Your Appetite for Success Choose from 55 of today's hottest food-related businesses-all under \$5,000! Leading you all the way, the experts at Entrepreneur take you into the flourishing food industry and present you with just the right ingredients for success. Choose from a menu of fresh, low-cost business opportunities, learn essential business basics, grasp industry need-to-knows and so much more! Choose from a diverse list of 55 surefire food-related businesses Quickly and efficiently get your business up and running for less than \$5,000 Master industry mandated standards including food safety, packaging and licensing Build a marketing plan that captures new and repeat customers Access top industry resources to stay on the cutting-edge Plan for expansion And more You're on target for success-let us help you build your five-star future!

## **Take the Cold Out of Cold Calling**

Lack of confidence and fear of failure often hold women back from being entrepreneurs. In *The NICE Reboot*, Penina Rybak provides a self-help manual for today's female entrepreneurs who are looking for practical help, who need to stay current, and who want to be more tech-savvy. Entrepreneurs who are also trying to juggle work, family, personal growth, and satisfaction with their lives. This inspirational as well as practical book is for entrepreneurs who need to learn about current technological trends and how these trends affect marketing, productivity, and their success. Based on her extensive personal experience, Rybak reveals: Practical strategies to increase your business and technology IQs; The imperatives you need to fulfill to orchestrate change and make a difference for future generations; How the iPad can be used to help you forge a path to create innovative services/products. The book is filled with examples and inspiring advice from entrepreneurial thought leaders, hyperlinks to hundreds of helpful articles, and philosophical questions for you to consider. It's a blueprint of best practices to help you become a better female entrepreneur in today's start-up culture.

## **Start at the End**

In the stormy seas of today's world economy, organizations need all hands on deck. In the stormy seas of today's world economy, organizations need people to own their work, not just rent a spot on the organization chart. *All Hands on Deck* is a fun-to-read story that is both a business strategy book about creating competitive advantage through corporate culture, and a personal development book that will inspire readers to be more committed and engaged with their work and their organizations. Drawing upon the wisdom of some of the greatest and most beloved business leaders of the 20th century, this essential guide: Creates a virtual roadmap for building a culture of ownership where so workers are inspired to think and act like partners in the enterprise, and not just hired hands Shares practical and proven strategies for earning employee buy-in and commitment to the values, vision, and purpose of the organization Features the real-world wisdom of some of the most successful and beloved business leaders of the 20th century, including Walt Disney, Ray Kroc, Mary Kay Ash, Bill Hewlett, and Dave Packard A stirring resource for today's business environment, *All Hands on Deck* shares the tools you need to create an organization that competes and succeeds in today's turbulent world, and the inspiration that your people need to put those tools to work.

## **The Self-Employment Survival Guide**

Plenty of people have tired of taking orders from the workaday world and would love a chance to be their own boss. If you've started thinking about franchise ownership as your escape route from the office, *Become a Franchise Owner!* will arm you with the insights you need as you search for a franchise opportunity that's right for you. With more and more professionals looking for alternatives to traditional corporate employment, *Become a Franchise Owner!* explains the joys and perils of the franchise model. Joel Libava, "The Franchise King®," offers straightforward, step-by-step tips and advice on how to properly (and carefully) research and select a franchise business. Through real-world examples, Libava also details what not to do when buying a franchise—errors that could cost you hundreds of thousands of dollars when you're finally forced to walk away from a failed business. *Become a Franchise Owner!* offers the information and tools you need to take advantage of the franchise model: Take a self-evaluation quiz in order to determine if you're franchise material Learn to assess your skill set and match your interests and aptitudes with an appropriate franchise Get tips on how to locate information about current industry trends, interview franchisors/franchisees, and how to discover hot franchise opportunities Learn the forty crucial questions to ask before buying a franchise Owning a franchise isn't for everyone; in fact, as Joel Libava says, "It's really not for most people." But if it is for you, this book can guide you in starting your own successful franchise business.

## **Become a Franchise Owner!**

Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

## **Ultimate Book of Restaurant and Food Service Franchises 2005**

Simple eye exercises can reawaken your deep brain capacities.

## **Entrepreneur Magazine's Young Millionaires**

In 2017 34% of the workforce was considered part of the gig economy. This growing workforce of freelancers and side-giggers is also estimated to grow to 43% by 2020. That's 4 million freelancers, soon to be 7 million by 2020. Whether it's people looking to earn extra money, those tired of their 9-to-5, to entrepreneurs looking to grow their side hustle, Entrepreneur is uniquely qualified to guide a new generation of bold individuals looking to live their best lives and make it happen on their own terms. Whatever industry or jobs this new workforce takes, Start Your Own Business will guide them through the first three years of business. They'll gain the know-how of more than 30 years of collective advice from those who've come before them to: How to avoid analysis paralysis when launching a business Tips for testing ideas in the real-world before going to market with insights from Gary Vaynerchuk Decide between building, buying, or becoming a distributor What to consider when looking for funding from venture capitalists, loans, cash advances, etc. Whether or not a co-working space is a right move Tips on running successful Facebook and Google ads as part of a marketing campaign Use micro-influencers to successfully promote your brand on social media

## **Start Your Own Business**

This book guides readers through a very comprehensive, step-by-step process to produce professional-quality business plans to attract the financial backing entrepreneurs need, no matter what their dream.

## **The Secrets to Writing a Successful Business Plan**

If talent is the leading indicator of whether a business is up or down, a success or a failure (and it is) . . . do you know how to accurately judge raw human talent? Understand a person's unique combination of traits? Develop that talent? Convert what supposedly are "soft" subjective judgments about people into objective criteria that are as specific, verifiable, and concrete as the contents of a financial statement? The talent masters do. They put people before numbers for the simple reason that it is talent that delivers the numbers. Success comes from those who are able to extract meaning from events and the forces affecting a business, and are able to look at the world and assess the risks to take and the risks to avoid. The Talent Masters itself stems from a unique combination of talent: During a forty-year career at General Electric, Bill Conaty worked closely with CEOs Jack Welch and Jeff Immelt to build that company's worldrenowned talent machine. Ram Charan is the legendary advisor to companies around the world. Together they use their unparalleled experience and insight to write the definitive book on talent—a breakthrough in how to take a business to the next level: • Secrets of the masters. The specifics on how companies regarded as world-class—GE, P&G, Hindustan Unilever (and others)—base their stellar performance decade after decade on their systems for finding and nurturing leadership talent. • Intimate and systemic. Why deep knowledge and intimacy with your talent and a systemic rhythm of reviews are the foundation for creating a steady, selfrenewing stream of leaders for all

levels of an organization—from first-line supervisors to the CEO. • The competency that lasts. Financial results, market share, brand, and legacy products all have a half-life that seems to grow shorter by the year. Talent is the only competency that endures. • What to do Monday morning. The Talent Masters tool kit provides the specific guidelines for assessing and improving your company's talent mastery capabilities.

## **All Hands on Deck**

Discusses such topics as image-making, using creativity, advertising, working with customers, and networking.

## **Ultimate Book of Low-Cost Franchises 2005**

With this newly updated edition, the experts show you how to make your dreams of starting a business come true!

## **The Pumpkin Plan**

An updated third edition of the most comprehensive guide to small business success. Whether you're a novice entrepreneur or a seasoned pro, *The Small Business Bible* offers you everything you need to know to build and grow your dream business. It shows you what really works (and what doesn't!) and includes scores of tips, insider information, stories, and proven secrets of success. Even if you've run your own business for years, this handy guide keeps you up to date on the latest business and tech trends. This Third Edition includes entirely new chapters devoted to social media, mobility and apps, and new trends in online discounting and group buying that are vital to small business owners everywhere. New chapters include: How to use Facebook, Twitter, and other social media tools to engage customers and potential stakeholders; How to generate leads and win strategic partnerships with LinkedIn; How to employ videos and YouTube to further your brand; What you need to know about Groupon and group discount buying; What mobile marketing can do for your business; Give your small business its best shot by understanding the best and latest small business strategies, especially in this transformative and volatile period. *The Small Business Bible* offers every bit of information you'll need to know to succeed.

## **Start Your Own Wholesale Distribution Business**

Anyone who wants to start a magazine and doesn't own this book is a fool. -Victor Navasky, Publisher, *The Nation*. Timely and informative, this book explains all the steps needed in planning, testing, and executing the startup of a successful magazine. But more than this, the book serves as a resource for understanding how profitable magazine publishing is carried out, as well as the current situation in the magazine field, including branding over the Internet and other media.

## **The Talent Masters**

Coaching you all the way, the experts at Entrepreneur guide you into the thriving

homebased industry, revealing unique, slam-dunk opportunities, outlining vital business basics, sharing priceless industry need-to-knows, and so much more! If you can bankroll \$5,000 (some even less!), you can boldly choose your next big business move, decide to be your own boss, and start making profits! \* Choose from a diverse list of 55 surefire homebased businesses \* Spend less than \$5,000 on startup \* Quickly and legitimately setup your home office \* Master industry language and fundamentals \* Use business-specific marketing techniques to secure success \* Create repeat business with engaging customer service practices \* Plan for expansion \* And more You're on target for success--let us help you hit the bullseye! (maybe use the target image from the logo in the background)

## **Bankable Business Plans**

Re-focus your business plan and achieve the success your business deserves Business owners, and their teams, often lose their way in the midst of the day-to-day stress of generating sales and profits. Whether your goal is selling millions of your product, expanding operations to a new location, or generating more profits, Start at the End offers a unique approach and action steps for business owners and entrepreneurs to redevelop your business plan and achieve ultimate success. You'll learn how to re-create your long-term vision and then make continuous progress in achieving that vision while continuing to hit your short-term goals. Start at the End offers inspiring stories of other entrepreneurs who have achieved significant success in this area, as well as easy-to-follow exercises and next steps. Shows how to develop a realistic business and financial model based on market data Explains how to identify and pursue new opportunities, raise capital, and build growth strategies Start at the End gives business owners a chance to take a step back, re-evaluate your business, and redesign your business plan to achieve the success you dreamed of when you first launched your company.

## **Venture Mom**

"Includes Online Resource Center"--Cover.

## **Start Your Own Business**

Like a detailed trail map through the jungle of finance, this book guides readers past small-business financial pitfalls, showing readers how to fine-tune operations and enhance profitability. • Written by a business owner for business owners, the author makes reading financial statements easy and interesting • Demonstrates how any business owner can shape unique financial statements to better manage their business • Breaks down the complexity of finance into easy-to-remember stories about real people and real companies • Examines and explains each of the three main financial statements and common ratios used by banks and investors • Shows how to build business dashboards that guide better decision making—and how simple analysis can show the financial future of your business • Helps small business owners to learn the difference between profits and cash flow, make better decisions by doing real analysis using only basic math, and do forecasting and budgeting quickly and easily

## Ultimate Book of Franchises

"Argues that monitoring one's electronic business communication 24/7 is actually counterproductive and offers a plan for companies to take time to ""disconnect"" in order to boost their productivity."

### 303 Marketing Tips

Grab Your Share of Senior Care The senior population is multiplying by the millions! In fact, during the next 25 years, the senior population in America is expected to double—growing faster than the total population in every state. This means one thing—a tremendous opportunity for aspiring and compassionate entrepreneurs like you! From providing adult daycare or homecare to transportation or concierge needs, our experts cover today's most requested services within the 65+ market. Learn, step by step, how to choose the right opportunity for you, legally and financially establish your business, acquire licenses and certifications, set policies and procedures, and much more! Plus, gain priceless insight, advice, and tips from practicing senior care professionals. Learn how to: Discover your specialty within one of six growing areas of interest— adult daycare, relocation services, homecare, transportation services, concierge, and travel service Design your business to suit your customers' demographics and special needs Set your rates Create a support staff who will help you succeed Use effective marketing and advertising to get the word out Build valuable business partnerships that lead to referrals Plan for future growth A record number of seniors are seeking your help—start your senior care service today! The First Three Years In addition to industry specific information, you'll also tap into Entrepreneur's more than 30 years of small business expertise via the 2nd section of the guide - Start Your Own Business. SYOB offers critical startup essentials and a current, comprehensive view of what it takes to survive the crucial first three years, giving you exactly what you need to survive and succeed. Plus, you'll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of challenges.

- Pin point your target market
- Uncover creative financing for startup and growth
- Use online resources to streamline your business plan
- Learn the secrets of successful marketing
- Discover digital and social media tools and how to use them
- Take advantage of hundreds of resources
- Receive vital forms, worksheets and checklists

From startup to retirement, millions of entrepreneurs and small business owners have trusted Entrepreneur to point them in the right direction. We'll teach you the secrets of the winners, and give you exactly what you need to lay the groundwork for success. **BONUS: Entrepreneur's Startup Resource Kit!** Every small business is unique. Therefore, it's essential to have tools that are customizable depending on your business's needs. That's why with Entrepreneur is also offering you access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more - all at your fingertips! You'll find the following: The Small Business Legal Toolkit When your business dreams go from idea to reality, you're suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you'll get answers to the "how do I get started?" questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business. Sample Business Letters 1000+ customizable business letters

covering each type of written business communication you're likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style. Sample Sales Letters The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions, prospecting, setting up appointments, cover letters, proposal letters, the all-important follow-up letter and letters covering all aspects of sales operations to help you make the sale, generate new customers and huge profits.

## **The Entrepreneur's Guide to Financial Statements**

In an inspirational text, successful men and women discuss how they got started and overcame obstacles such as competition and grueling work schedules, and share reflections on what drove them to be on top. Original. IP.

## **The NICE Reboot**

Your One-Stop Guide to Buying a Restaurant or Food-Service Franchise The most up-to-date, comprehensive and powerful tool for uncovering opportunities in the restaurant franchise world, Ultimate Book of Restaurant and Food-Service Franchises is a direct connection to the hottest segment in today's rapidly growing franchise market. Packed with solid advice and timely information, this full-course directory draws upon Entrepreneur magazine's more than 25 years of research and reporting to serve up everything you need to know about restaurant franchises in one dynamic package. Time-critical information for doing business today Top 10 lists for both quick- and full-service restaurants Comprehensive listings for more than 320 restaurant and food-service franchises Details on contacts, costs, size, training, support and franchisee qualifications Complete overview of the franchise industry From researching the perfect franchise and negotiating a final agreement to developing the skills needed for sustaining continued success on daily operations, Ultimate Book of Restaurant and Food-Service Franchises is the most insightful and fact-filled guide available today.

## **Start Your Own Business in Canada**

Secrets to Writing a Successful Business Plan: A Pro Shares a Step-by-Step Guide to Creating a Plan that Gets Results by Hal Shelton will open your eyes to insider tips, hints, and techniques for creating a winning business plan and attaining funding. This second edition maintains the original laser focus on writing the plan. It also adds much material on the vibrant crowdfunding platforms as well as providing a new section on issues faced by early stage companies. Nearly 50 percent of new businesses fail within five years. A well-thought-out business plan can dramatically turn the odds in your favor. With this easy-to-follow guide, you will (1) Discover why you need a business plan and the best style for you, (2) Receive step-by-step guidance for creating each section of your plan, (3) Get proven strategies for obtaining bank loans and attracting investors, (4) Spend less time writing your plan and more time setting up your business, and (5) Learn how to create a business plan for a nonprofit This book is for entrepreneurs who are

thinking of starting a small business or nonprofit, and for small business owners who want to grow an existing business or solve an operating problem. This book will also help if you are looking for assurance that you are headed in the right direction, seeking help with a section of your business plan that you do not understand, feeling that a section of your business plan is not robust enough and want pointers, or wanting to learn where and how to apply for funding. Entrepreneurs should always surround themselves with mentors and advisors, so you will also find ideas on where to find these valuable resources. The Secrets to Writing a Successful Business Plan is packed with actionable advice and real-life examples from Shelton's experience as a senior executive, SCORE small business mentor, and angel investor.

## **Secrets of the Young & Successful**

Your One-Stop Guide to Buying a Low-Cost Franchise Ultimate Book of Low-Cost Franchises is the first book of its kind to provide comprehensive franchise listing targeting popular businesses with a low entry cost. Explore all the essentials of low-cost franchise ownership, from researching options and finding financing to marketing on a budget and operating on a shoestring. Packed with solid advice and timely information, this unique, all-in-one guide delivers valuable guidance customized for low-cost franchises. Time-critical information on up-and-coming franchises Top 10 list for low-cost franchises More than 300 low-cost franchise listings Details on contacts, costs, size, training, support and franchisee qualifications Expert and comprehensive overview of the franchise industry Lessons from Entrepreneur magazine's more than 25 years of research and reporting If you're looking for a way to purchase your own business on a budget, Ultimate Book of Low-Cost Franchises can quickly and cheaply get you up and running in the franchise game.

## **Start Your Own Business**

When companies go looking for top business talent, they hire a "headhunter"—an executive recruiter. Executive recruiters are experts at locating star job candidates, leaders and managers of a caliber rarely discovered by the usual recruitment sources. And because business is growing more competitive each day and becoming more demanding of top-flight leadership and decision-making skills, companies are increasingly turning to executive recruiters to help them find the talent they need to stay competitive. This comprehensive guide reveals the strategies used by the best executive search professionals in starting and running their own successful placement services. There are more tricks of the trade in this business than in many others—and we'll reveal what you really need to know:

- How to network for both client and candidate leads
- The difference between contingency and retainer fees
- How to approach prospective candidates
- Little known characteristics to look for in executive job candidates
- The latest industry trends and fee information

Learn how to find the best talent for hire—and make good money doing it.

## **Entrepreneur Magazine's Start Your Own Business**

Start Your Own Business, the bestseller that has helped 230,000-plus Americans, has been adapted for Canadian business. In addition to the expert sales, marketing, HR, and financial advice that made SYOB a bestseller, it gives you business information specific to the Canadian marketplace as well as new examples showcasing Canadian businesses and hundreds of Canadian resources.

## **Sleeping with Your Smartphone**

Outlines how to start and run a successful small business for current and prospective entrepreneurs and offers tips on marketing strategies, creating a business plan, and handling human resources duties.

[ROMANCE](#) [ACTION & ADVENTURE](#) [MYSTERY & THRILLER](#) [BIOGRAPHIES & HISTORY](#) [CHILDREN'S](#) [YOUNG ADULT](#) [FANTASY](#) [HISTORICAL FICTION](#) [HORROR](#) [LITERARY FICTION](#) [NON-FICTION](#) [SCIENCE FICTION](#)