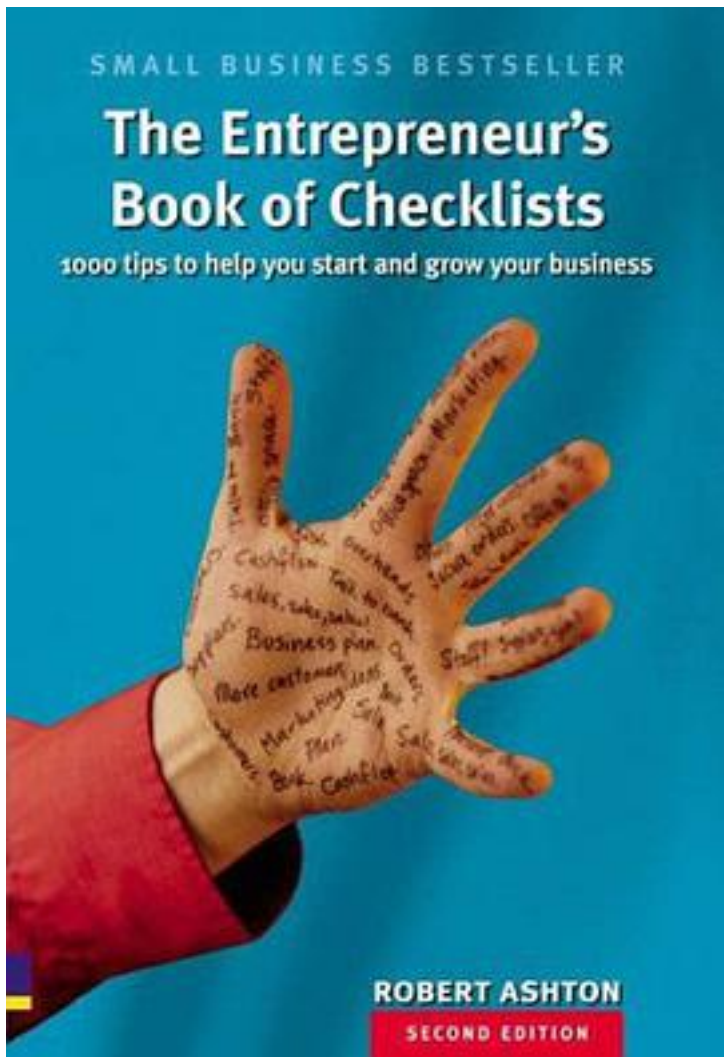


The Entrepreneur's Book of Checklists



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"If you are the sort of person who would love to start a business of your own but have not yet dared to take the plunge because you have no idea of where to start, The Entrepreneurs Book of Checklists could go a long way to reducing the sense of panic and introducing some clarity and order into your life when you need it most." The Sunday Times Easy to navigate and simple to read, The Entrepreneur's Book of Checklists is not written to be read from cover to cover, more to become an invaluable source of reference at every stage of the small business journey. As important as an evangelist's bible, or a car mechanic's workshop, this book will be used, heavily bookmarked and become a much worn friend. Each checklist is backed up by supporting advice or a real life case study - see how the tips have already helped someone just like you. New to this edition: Written for a wider audience to include social entrepreneur's Contains new case studies A new chapter covering online opportunities, and key topics including e-commerce and blogging Useful documents to use and adapt as your own including sales letters, getting paid letters, and short cuts to help you prepare your business plan, cost your product / service and approach potential investors.

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