

Six-Week Start-Up



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You have a great idea for a business--but now comes the tough part: making it happen. If you're ready to start your business, but have no idea where to begin, this book by best-selling author and nationally syndicated columnist Rhonda Abrams is for you. Rhonda breaks down the entire process of launching a business into a six-week process. Each week, you'll address specific goals and tasks, such as developing your company brand (name, logo, etc.), analyzing your competition, or finding an office or retail location. And at every step of the way, Rhonda will be there to provide specific instructions, tips, advice, and resources. This step-by-step guide for getting a successful business up and running fast helps you: - Clarify your business concept and defining meaningful goals- Conduct market research and develop your strategic position- Handle government requirements: licenses, permits, taxes- Manage your money: bookkeeping, budgets, credit cards, investors- Plan a social media marketing strategy- Develop an effective marketing and sales campaign- Hire and lead great employees- Set up your office/store/plant effectively- Get and stay organized From licenses to bookkeeping to marketing to setting up shop, "Six-Week Start-Up" helps get your business up and running successfully--and fast Where will you be in six weeks?

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