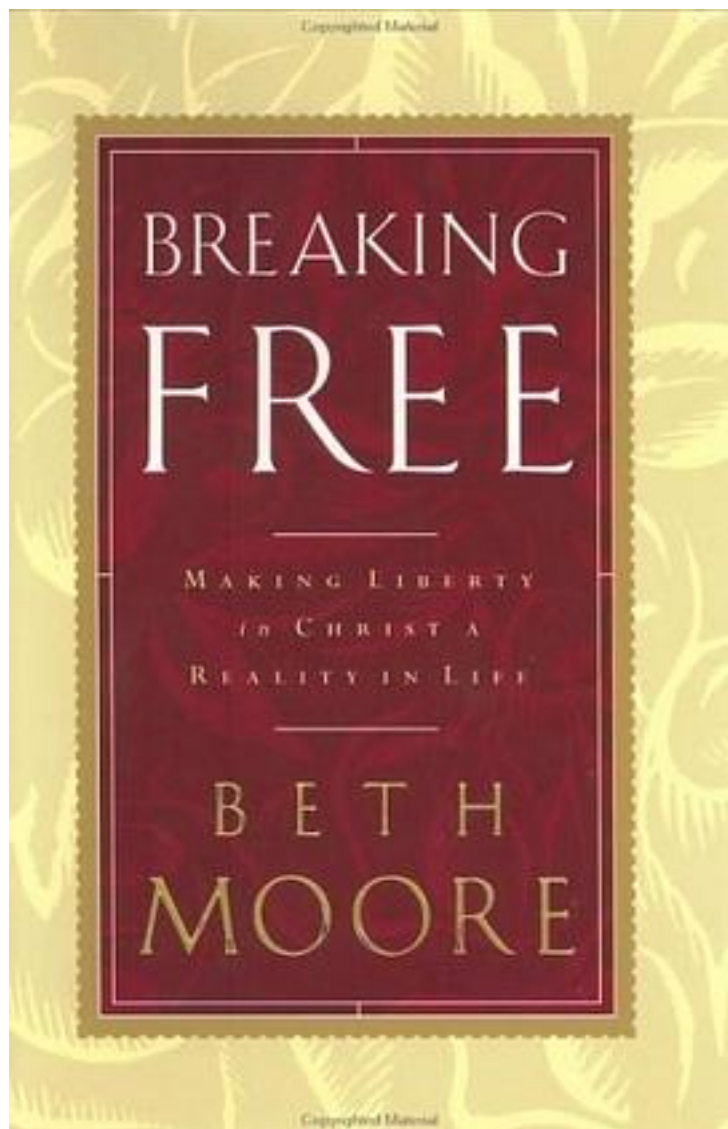


Breaking Free



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This book shows how to leave bosses, office politics, and mind-numbing work behind for the fresh, green fields of business ownership. "Breaking Free" is about making the transition from working for an organisation to working for yourself by starting your own business or freelancing. By focusing on the personal experiences, ideas, and actions of a variety of self-employed people - including freelance writers, contractors, service providers, store owners and franchisees, sales reps, and others - this book offers readers deep insights into the ideas and decisions required to make self-employment a reality. Along the way, author and self-employed professional Chris Lauer offers a wealth of practical small-business insights and tips. "Breaking Free" thus offers would-be entrepreneurs and freelancers something priceless - both the skills and encouragement required to shake free of corporate shackles and take the leap into small-scale entrepreneurship. Featuring real stories about the initial spark that motivated individuals to pursue independence and entrepreneurship, "Breaking Free" follows a variety of entrepreneurs as they move from their jobs as employees to the ranks of the self-employed. It also covers the nuts and bolts of self-employment - pricing and marketing services, keeping an eye on the bottom line, and growing the business, among other topics. In addition, the author focuses on the advances in technology that make self-employment easier today than ever before. Unlike most books on self-employment, the author uses vivid, real-life stories and tips to help would-be entrepreneurs decide the route that is best for them. Experienced entrepreneurs describe how they came up with ideas for their businesses, how they kept their ventures in motion during the early days and over the long term, how they grew, and when they recognized it was time to call it quits and sell or shut the business. Both descriptive and prescriptive, "Breaking Free" presents the latest ways to capitalize on today's many opportunities for self-sufficiency and financial autonomy.

作者介绍:

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