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Become Your Own Boss in 12 Months: A Month-by-Month Guide to a Business that Works

Melinda F Emerson

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"Great step-by-step advice for anyone looking to start their own business."

—Andrew C. Taylor, Chairman and CEO, Enterprise Rent-A-Car

BECOME YOUR OWN BOSS IN 12 MONTHS



Strategies
for Anyone,
Anywhere, in
Any Field

A Month-by-Month Guide
to a Business That Works

MELINDA F. EMERSON

Foreword by Michael J. Critelli, Former CEO, Pitney Bowes

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Melinda F Emerson : Become Your Own Boss in 12 Months: A Month-by-Month Guide to a Business that Works before purchasing it in order to gauge whether or not it would be worth my time, and all praised Become Your Own Boss in 12 Months: A Month-by-Month Guide to a Business that Works:

2 of 2 people found the following review helpful. Great ResourceBy BintaMany business books that I've read talk a lot about theory but this book actually gives you practical steps that are easily understood and implemented for the

beginner. Even though I have business experience and have started several businesses, I learned a lot from Melinda. What I really like about this book is that not only is it about business but she also talks about how to stay motivated. So this book is inspirational as well. I have read it several times and each time I've learned something new. I would highly recommend this book to aspiring business owners and those who are at the early stages of starting a business. 2 of 2 people found the following review helpful. Carry with me daily By Kam I could not stop reading this book; I continue to read this book and take it with me to work. It really breaks the process down and keeps you on track. I was able to speak with my website designer as a professional in the know. I set up facebook, twitter, and a linkedin account for platinumchores.com. I hired help from Elance and I feel more confident about my goals and decisions. I work on my business everyday and I know I will prosper financially and mentally due to this very informative and helpful book. 2 of 2 people found the following review helpful. Just take the leap!!!! By Customer This book was a great help in understanding what it takes to become your own boss. It offers some serious advice on money, what is involved in running a business and how much faith you have to have. Believe me, you need some serious faith to go out there. It can be done and if you want to be your own boss, make this book one of your top list. I also had a lot of fun reading it. If the government furlough didn't get you thinking, maybe you are not ready to take a faith of leap. Just leap, baby, just leap!!

"Melinda Emerson...will inspire you to pursue your own entrepreneurial vision." mdash; Marc H. Morial, President, National Urban League Whether you're newly unemployed, sick of office life and longing for a change, or just want to finally turn your business idea into reality, you can follow your dream and make your passion your profession. Drawing on her experience as founder of an award-winning production company, Melinda F. Emerson shows you how in this practical month-by-month guide to getting your business off the ground. Inside, you'll find the timetable and steps you need to take to become a successful CEO of your own venture, including: Month 1: Meet with potential venture capitalists Month 3: Set a one-year marketing budget Month 5: Select a logo Month 9: Purchase customer relationship management software Month 11: Prepare your launch day press release Next year at this time, you could be calling the shots at your dream job. You supply the energy, an idea, and elbow greasemdash; and this book will supply the plan.

About the Author Melinda F. Emerson is founder and CEO of Quintessence Multimedia, an award-winning marketing video production company. She has created productions for such companies as Johnson Johnson, Verizon, Enterprise Rent-A-Car, Citizens Bank, and Comcast. In 2000, AV Video Multimedia Producer Magazine named Emerson one of the Top 100 Producers of 2000. In 2001, she was named one of the Top 30 Leaders of the Future by Ebony magazine. In 2002, the Pennsylvania Department of Commerce and Economic Development named her a Black Business Pioneer.