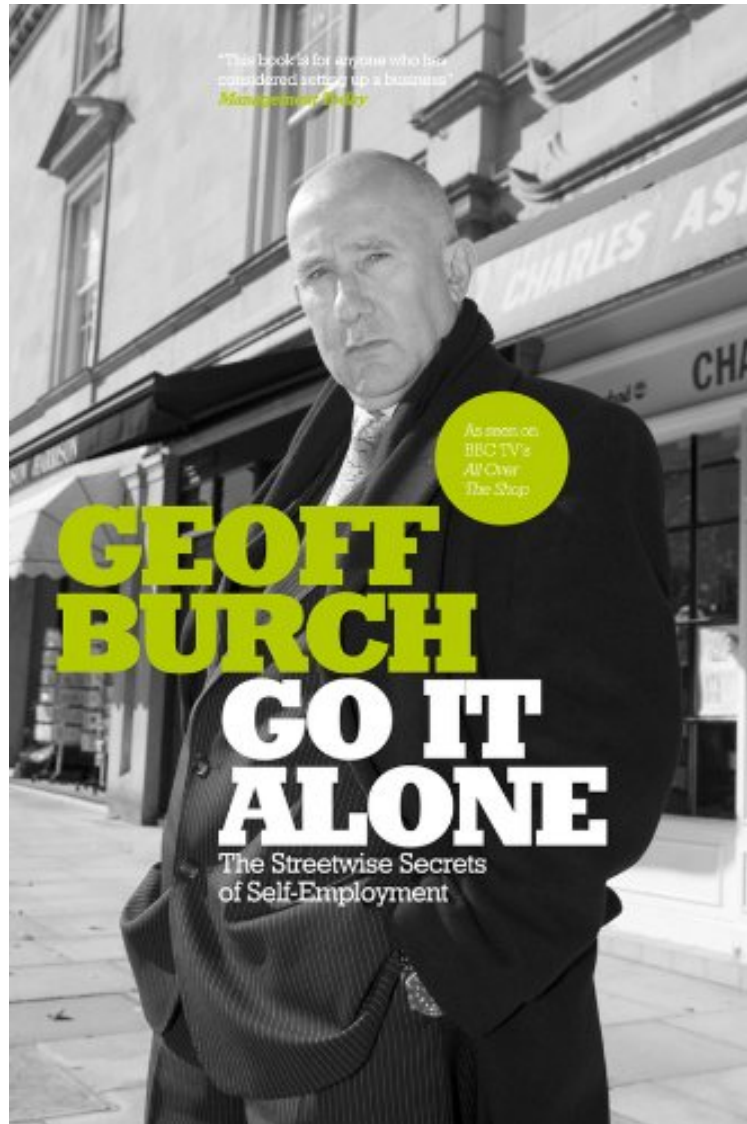


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Go It Alone: The Streetwise Secrets of Self Employment

Geoff Burch

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who is looking for a "guidebook" for starting your own business. Brent Arnold - Psychology of Persuasion Licensee 1 of 1 people found the following review helpful. Go It Alone: The Streetwise Secrets of Self Employment By David Weatherholt Geoff offers some great insights into self employment. His light approach is refreshing but his points are on target. Self employment is not for the faint of heart and Geoff gives it to you straight, cutting through the fluff to reveal the single most important attribute needed to be successful. A truly great read. Go It Alone: The Streetwise Secrets of Self Employment 1 of 1 people found the following review helpful. This book helped me alot. By S. P. Mellor I looked at many books when I was setting up my business but this was by far the best advice that I found and Geoff Burch's style of writing really helps to bring home the realities of running a business. I would recommend this book to anyone starting their own business as it will help guide you through some of the pitfalls, trials and tribulations and it does it in an informed and entertaining way

In this completely updated and revised edition, Go it Alone! provides essential information for anyone who wants to get out of the rat race and work as a free agent, or start their own business. From the ins and outs of writing a business plan, to how to win customer loyalty Geoff Burch in his usual provocative and anecdotal style gives the common sense advice we've been waiting for. Along with Geoff's missives and anecdotes, he provides exercises and a resource directory. All of which make great reading and inspiration for anyone to Go it Alone! Readership: budding entrepreneurs or those wanting to find out how to become a free agent.

"hellip;he knows how to start a business and how to sell and fortunately has the knack of explaining both clearlyhellip;" (Gulf Business, 19 May 2003) "hellip;Wise, helpful and witty, this is that rare thing-a life-changing bookhellip;" (Accounting Technician, July 2003) "hellip;is a perfect companion to the legion of 'how to start business' bookshellip; absolutely essential readinghellip;" (The View, September 2003) "hellip;eleven chapters cover all the basic principles of self employmenthellip;an extremely readable bookhellip;" (Managing Information, October 2003) "hellip;This book is for anyone who has considered setting up a businesshellip;it's also great advice on how to sell yourself and your businesshellip;" (Management Today, November 2003) From the Inside Flap? Come on in, the water's lovely, says alternative business guru Geoff Burch, who walked out of a top level corporate job 20 years ago without looking back. After years of doing his own thing and loving every mad, scheming, wheely-popping, money-spinning second of it?, Burch shares his insider's knowledge of how to make a success of working for yourself. Go it Alone is an indispensable guide for the downsized and the downshifted, budding entrepreneurs, and anyone who wants to get of the rat race, whether they want to generate a modest freelance income or launch a global corporation. Learn: Why self-employment is the securest form of employment. Which businesses are doomed and which will succeed, and how to make sure you choose the right one. That you are working even when lying on a beach. How to put on a show that makes even simple or cheap, easy tasks seem difficult and expensive. That the way to happiness is to make your own money and control your destiny. The secret of glorious and heroic failure, and how to avoid it. From the Back Cover What they say about other Geoff Burch books: RESISTANCE IS USELESS ?? his unconventional approach is winning fans at companies both large and small. ?? FINANCIAL MAIL ON SUNDAY ?? an essential simple message with a lot of entertainment? most of us can pick up a sneaky trick or two. ?? THE DAILY TELEGRAPH ?? anyone can benefit from Geoff Burch's wisdom and experience. And the excellent examples, lively humour and quick wit make the book a first rate read. ?? THE CITIZEN WRITING ON THE WALL "...waspish, funny, and often downright vicious, exposeacute; of everything from marketing to process re-engineering..." -MANAGER ?? sets out to debunk myths, strip business of what he calls 'Third Way' speak and make it simple. ?? THE BUSINESS FT WEEKEND MAGAZINE