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Peri Pakroo

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before purchasing it in order to gage whether or not it would be worth my time, and all praised Small Business Start-Up Kit for California, The (Small Business Start Up Kit for California):

1 of 1 people found the following review helpful. Good Quick Overview of Starting a Business in California By Mark Cordell Robinson I bought this when I was starting a sole prop in California. It was very helpful. It's written in an easy to read style, and is very straight forward. It does give you a good general overview of starting a company and filled in certain holes for me. When it comes down to it, you'll want to rely on the state/county/city websites for specific information, but this book gives you a good idea of what to look for, where to find it, and how to understand what it means to you and your business. If you're a freelancer/independent contractor, there is a lot of overlap between what you get out of this book and Nolo's "Working for Yourself: Law Taxes for Independent Contractors" book. If you are

choosing between the two, I would say go with the "Working for Yourself" book because you can always find the specific state regulations/info on their websites, and the "Working for Yourself" book digs in deeper to the things that will affect you as an independent.

0 of 0 people found the following review helpful. This is the book for your start-a-business cram session.

By Customer This is really good. Has a ton on trademarks and copyrights, but also has a ton on other aspects of starting a small biz here. Highly recommended.

1 of 1 people found the following review helpful. great, solid book

By Matthew D. Lindgren I had very good luck starting my business two years ago with this book as well as another from Nolo, How To Form A California Professional Corporation. The author breaks down every decision you need to make, and step to take, in clear language with a lot of good resources. I probably had one of the more complicated small business beginnings because I chose to incorporate, and because my profession requires I do so as an S-corp "professional corporation". This book doesn't go much into detail about the professional corporations, but it does a fine job describing different business structures, as well as their benefits and disadvantages. I didn't have a lot of money to pay attorneys to help me do this, but I did have the time to run around to all the different state and local offices, so this was a great choice for me. As a word of advice, at the time I opened my business, Chase (then Wamu) had a great deal for business checking accounts. It turns out that most banks really take advantage of businesses and charge you all kinds of fees, but at least when I signed up, Chase didn't. I don't know if that's still true, but I'd definitely check in with them and see. Good luck with your business. I hope this book helps!

The only California-specific book on all the business basics you need to know

Want to start your own California business? Don't know where to begin? Start here. The Small Business Start-Up Kit for California shows you how to set up a small business in the Golden State quickly and easily. It clearly explains the fees, forms, and bureaucratic technicalities you'll encounter and shows you how to efficiently get your business up and running in California. Find out how to:

- choose between an LLC and other business structures
- write an effective business plan
- pick a winning business name and protect it
- get needed California licenses and permits
- hire and manage staff in compliance with California laws
- comply with legal and tax issues affecting home businesses
- price, bid, and bill your projects
- manage finances and taxes
- start a website for your business, and
- market your business effectively, online and off.

The 11th edition is completely updated, with the latest federal and state legal and tax rules affecting California small businesses, and use of social media to promote your brand and drive website traffic.

"Provides step-by-step instructions for setting up a small business in California and guiding it safely through its first year and beyond." Reference Research Book News

"Excellent advice for would-be small-business owners, and heeding it can help you avoid many early mistakes." Los Angeles Times

"An excellent resource for beginners.... written specifically for entrepreneurs who want to start their own business in California." startupjournal.com

"A good-to-have, step-by-step to starting a business in California: forms, licenses, business plan, taxes and more." San Francisco Examiner

About the Author Peri Pakroo (www.peripakroo.com) is a business author and coach, specializing in creative and smart strategies for self-employment and small business. She has started, participated in, and consulted with start-up businesses for more than 20 years. She is the founder, publisher, and editor of Pyragraph (www.pyragraph.com), an online career magazine for artists, musicians, designers, filmmakers, writers, and other creative workers worldwide. Peri received her law degree from the University of New Mexico School of Law. She is the author of *The Women's Small Business Start-Up Kit*, *The Small Business Start-Up Kit* (national and California editions) and *Starting Building a Nonprofit* (all from Nolo) and has been featured in numerous national publications including *Entrepreneur*, *Real Simple*, *Investors Business Daily*, and *BusinessWeek*.