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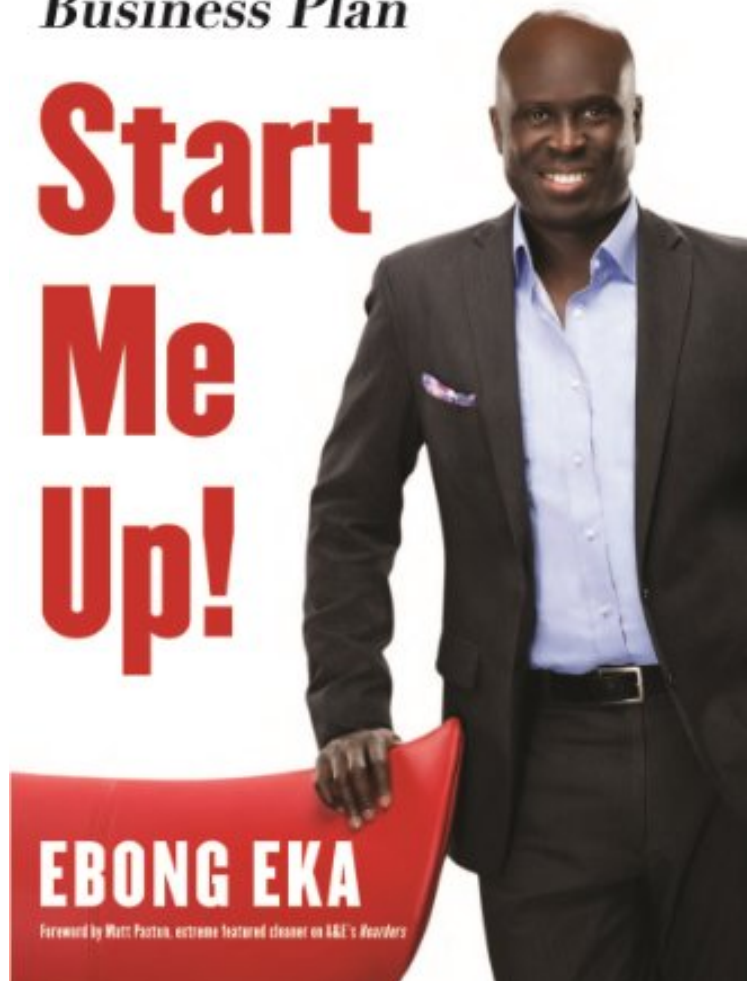
## Start Me Up!

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### ***The No-Business-Plan Business Plan***

# Start Me Up!



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1 of 1 people found the following review helpful. Start Your Summer Reading with Start Me UpBy noah gelfondmy interest in Ebong's book was part personal and part professional. i have written very few reviews on here but "Start Me Up" deserves a word of mouth endorsement (and this is an unpaid endorsement). i will cut to the chase as Ebong often does in his book. And in fact, that is one of the virtues - this is an easy read; he doesn't over-reach or try to talk over the reader. what's most impressive is that you do not need to be an accountant or economist or have a finance degree or even own your own business to follow along.The substance of the book can be easily applied to those outside of those

sectors and even in your life outside of business. Ebong's upbeat, optimistic personality comes through loud and clear, making more enjoyable than most so-called business books. I highly recommend. 0 of 0 people found the following review helpful. Real Business Talk By Greg Walker Ebong knocks it out of the park with this Real World NO fluff Book! As an Entrepreneur of 30 years finally someone calls out the old Business Plan BS that Banks Do Not care about, most people waste their time on this Guessing Plan that bankers throw into the trash! Read, Learn and Execute what Ebong teaches and you will be Successful! TBD 0 of 0 people found the following review helpful. Excellent Guide For Anyone Interested In Starting Growing Their Business! By N'Teasha To say this is an excellent book is an huge understatement. I wish that I'd had this book when I first started my business 3 1/2 years ago. Ebong breaks everything down so clearly. He walks you through each phase of developing your business. This book is not just for newbie entrepreneurs, but great for entrepreneurs who want to take their business to the next level.

There are four major pitfalls that business owners experience that inevitably lead to failure. Start Me Up! provides strategies to avoid those pitfalls and gives you the powerful ideas you need to build your thriving business. This is the perfect time to start a small business using your existing skills. Although far too many small businesses fail in their first year, many such failures are absolutely preventable. Ebong Eka will show you how to not just survive, but thrive in your new venture. In Start Me Up!, you'll learn how to: Discard inferior business ideas before you invest your time and money in them; Simplify your viable business ideas and accurately identify the best markets to target; Charge your customers higher prices without losing them; Avoid wasting time on mindless tasks so you can focus on running your business; Create brand ambassadors, engage customers, and grow your sales—all while spending less money! The best and most successful companies know the importance of the Four S's: structure, strategy, systems, and sales. Most companies that fail, lack one or more of these necessary factors. Let Ebong show you how to be one of the former.