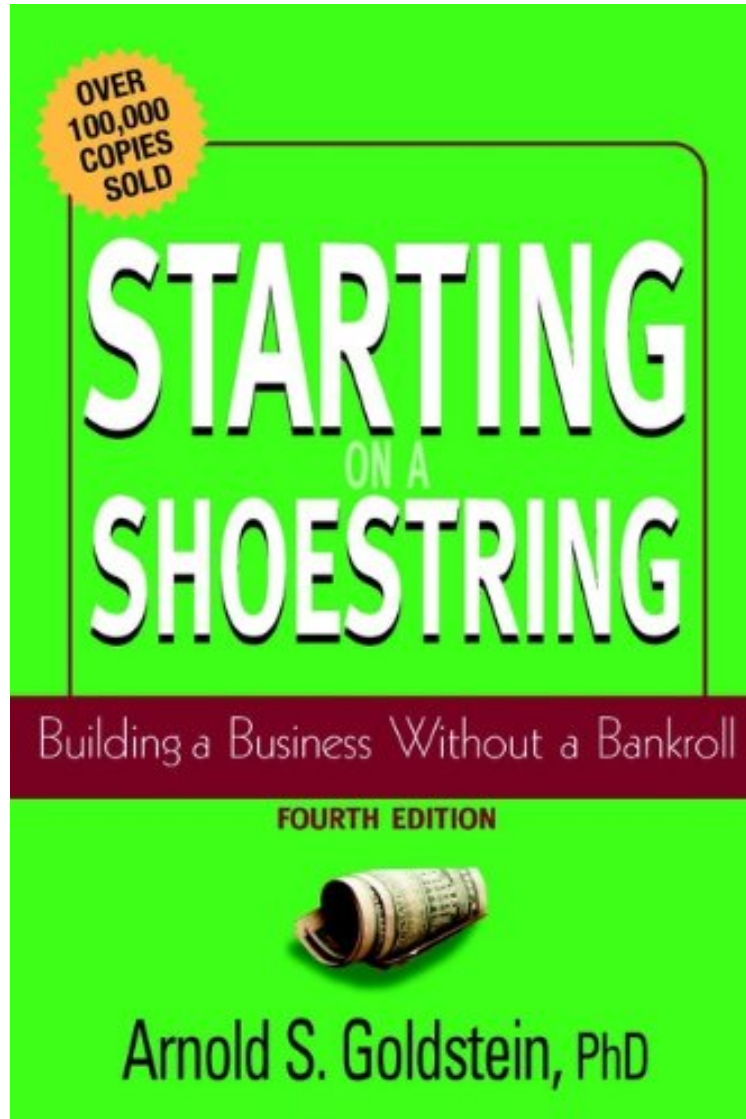


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Starting on a Shoestring: Building a Business Without a Bankroll

Arnold S. Goldstein

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1 of 1 people found the following review helpful. Good ideas, sound philosophy By D. Meyer I read the fourth edition (from 2002). Obviously, the parts about online marketing and selling need to be updated. But everything else is still sound, timeless advice. Well-written and worth a read. 0 of 0 people found the following review helpful. Five Stars By L. Wong Great item 0 of 0 people found the following review helpful. The confidence to move ahead By

BigMammaDMy husband and I been cultivating a business idea over the past 2 years, and have read numerous books on how to start your own business. We feel pretty ready to take the plunge, but always fall down on the \$200K investment required. Can we justify risking our life savings for this one chance at success??? This book is phenomenal and the only book I've read which gets us over this hurdle. It has shown us that the reason we falter is that the risk vs reward is too high, and that the only way to get past it is to reduce our risk by reducing our investment. It shows you exactly why you shouldn't put all your money into a business venture, even if you have the money to spend. And it covers the basics of how to get the remaining investment and from whom. Excellent, excellent advice which I'll highly recommend to anyone considering starting their own business.

Live your entrepreneurial dream with no-or little-money down Where there's a will, there's a way. Even if you don't have start-up money in the bank, you can get your new business on its feet with ingenuity and knowledge. Starting on a Shoestring is the key to your success. Now in its Fourth Edition, this perennial bestseller has helped thousands of people live out their dreams; it provides the knowledge and the confidence you need to get your business off the ground and up and running. Authoritative, step-by-step guidance will answer your questions, help you plan your strategy, and get you started. In the new Fourth Edition, an all-new chapter covers everything you need to know about the Internet, from creating an online presence for your business to understanding all the tech jargon. And there's more: * Make sure your business idea is right for you-before you take the risk * Find sources of capital and approach them confidently * Six common myths: avoid the traps and misconceptions of starting up * Should you take on a partner? * Setting up: bargains on equipment, dealing with suppliers, the advantages of leasing, value of consignments * Marketing and advertising on a shoestring: free publicity, word-of-mouth, creating a prestige image cheaply * Examples of businesses like yours that maximized their success on the Internet Now better than ever, Starting on a Shoestring gives you a wealth of vital information you'll find in no other book-it's your first step to entrepreneurial success.

From the PublisherA practical, informative, step-by-step guide for starting any type of business with little or no investment capital. It provides straightforward, practical advice on what it takes to be a successful small-business entrepreneur, the economic fundamentals of building a business venture, proven ways to reduce risk, how to find money, the proper way to find and negotiate with partners, how to set up, show, and buy fixtures and equipment on low cash down terms, how to buy starting inventory on terms, the techniques for taking over a going business without up-front money, and the best ways to expand. From the Back CoverLive your entrepreneurial dream with nondash;or littlendash;money down Where therersquo;s a will, therersquo;s a way. Even if you donrsquo;t have start-up money in the bank, you can get your new business on its feet with ingenuity and knowledge. Starting on a Shoestring is the key to your success. Now in its Fourth Edition, this perennial bestseller has helped thousands of people live out their dreams; it provides the knowledge and the confidence you need to get your business off the ground and up and running. Authoritative, step-by-step guidance will answer your questions, help you plan your strategy, and get you started. In the new Fourth Edition, an all-new chapter covers everything you need to know about the Internet, from creating an online presence for your business to understanding all the tech jargon. And therersquo;s more: Make sure your business idea is right for youndash;before you take the risk Find sources of capital and approach them confidently Six common myths: avoid the traps and misconceptions of starting up Should you take on a partner? Setting up: bargains on equipment, dealing with suppliers, the advantages of leasing, value of consignments Marketing and advertising on a shoestring: free publicity, word-of-mouth, creating a prestige image cheaply Examples of businesses like yours that maximized their success on the Internet Now better than ever, Starting on a Shoestring gives you a wealth of vital information yoursquo;ll find in no other bookndash;itrsquo;s your first step to entrepreneurial success. About the AuthorARNOLD S. GOLDSTEIN, PhD, is an attorney and a former senior partner of the Boston law firm of Goldstein, Chyten and Myers. He is the author of more than twenty books, including The Complete Book of Business Forms.