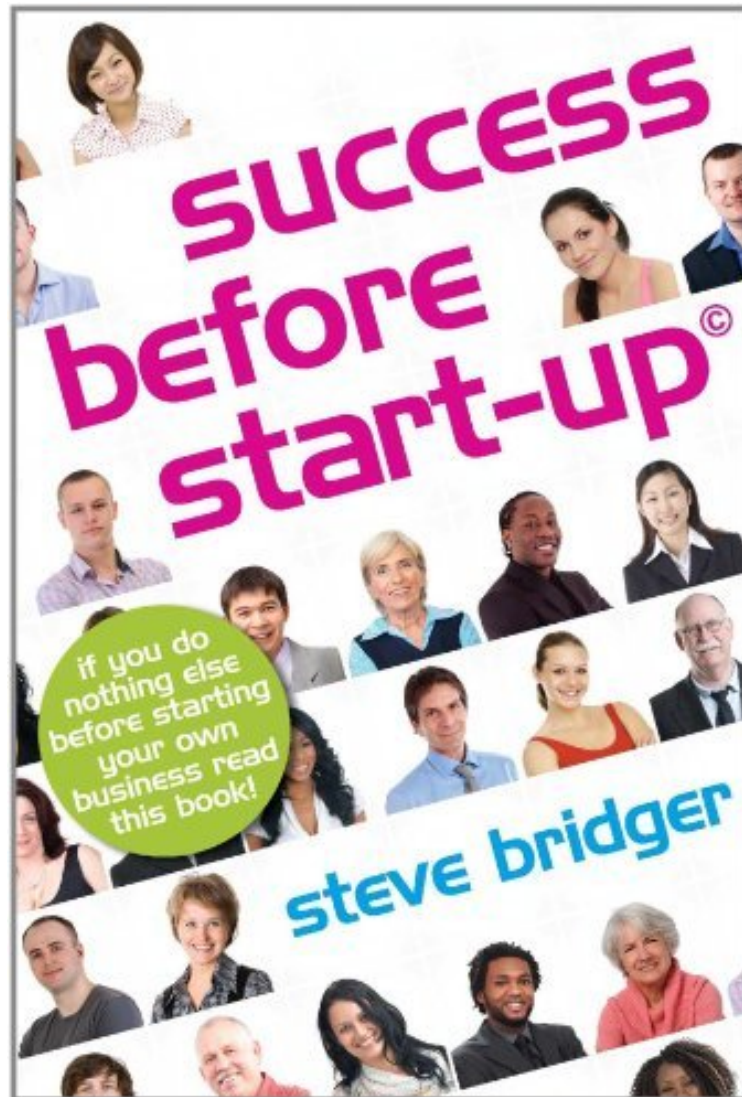


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Success Before Start-Up

Steve Bridger

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Steve Bridger : Success Before Start-Up before purchasing it in order to gauge whether or not it would be worth my time, and all praised Success Before Start-Up:

1 of 1 people found the following review helpful. Get on Your Mark, Get Set, Go Into Your Small Business! By Carla There are many reasons for giving "Success Before Start-Up" five stars, but I will give only five reasons: First, this book has shared business experiences and insights from various small business owners. These business owners have survived setbacks, hardships, disappointments, yet, they have managed through those difficult times to sustain their business with hard work, dedication, and by ultimately achieving SUCCESS. Therefore, the reader can reap from the author and the contributors' experiences, advice, and prepare to establish

a sustainable, thriving business of one's own. Second, this book is a comfortable and practical read that gives the reader a sense of commonality. There is a palpable feeling that Steve and the contributors are guiding the reader in each step in the process by sharing their in-depth knowledge of business principles and fundamentals. Hence, "We're with you—every step," rings true, as stated on page seven. Two fundamental points are specifically mentioned prior to the introduction/prelude. Heed them. Third, "The Three Steps to Start-up" are given. The reader will learn seven popular ways to start a business, and then the reader can choose the best start-up option in view of real-life examples of the contributors. Then, "The 4 Factors of Start-up Success" will touch on the crucial elements of business planning, followed by how to plan and prepare the first business plan. Strategic preparation and planning are key to achieving SUCCESS. Hence, five Ps are given as a mantra: Proper Preparation Prevents Poor Performance. Fourth, this book doesn't come without healthy doses of reality. Risks are not ignored; in fact, they are rightfully flagged. To speak frankly, one should not risk more than one can afford to lose. A conservative approach (being cautious and moderate) about finances could lead to a liberal bank account and lucrative business revenues. In other words, "steer clear of debt." As with any business undertaking, monetary resources will come into play, but financial strains can be greatly minimized, if the reader should heed the advice given in this book. Fifth, this book is akin to a business "guide" as one would need to follow a map to a specified destination: into the small business world. It is chock-full of necessary information and nuggets of wisdom that can lead to small business accomplishment. By following the business-savvy principles, and the sage advice of Steve and the contributors—as they have the advantage of hindsight with experience—SUCCESS can be obtained, if one is prepared to endure for the long-haul toward set goals. Read this book, study the options, heed the advice, consider the examples, do the research, examine from a perspective of realism and optimism, prepare to deal with any and all circumstances (setbacks and obligations), keep your passion, enhance your skills, be realistic about the competition. The reader will be wiser and more prepared and equipped to start-up a small successful business, if one should study this book and carefully consider the information compiled by Steve and his contributors. If you want to START a small business, then get started with this book: "Success Before Start-up." You will not be disappointed, and all the more prepared!

1 of 1 people found the following review helpful.
Before You Lift the First Finger By James Snyder
If you've ever thought about starting your own business, being your own boss, unplugging the company time clock and lounging in PJ's at home while you built your dream job from scratch, driven by that empty shop or warehouse for lease or sale that you knew would make the perfect spot to begin the best job you'll ever have, Steve Bridger's Success Before Start-up should be next on your reading list. What I enjoyed most about this how-to business book was it didn't feel like that One-Minute Manager, cookie-cutter sort of thing that puts you to sleep while trying to instill whatever wisdom or knowledge it purports to offer. Mr. Bridger offers a series of real-life start-ups, including his own, to quite interestingly explain how to start up any kind of business you can imagine—from a franchise to a ground-up, sink-or-swim, one-off endeavor. Before you lift the first finger, spend the first penny, he tells you where your head should be at, and what you should be doing first and then next. I can't imagine the failures and frustrations people have endured, and that could have been avoided, by taking the time to read these stories of those that have already been in the trenches and survived, and carefully noted the additional advice and direction offered, before starting out on their own. A really good read about having your own business.

1 of 1 people found the following review helpful.
A Must For Every Business Student By Kelly Pinella
Every business student should read this. Anyone who wants to start a new business should read this. Even if a person already owns a business, there is a great deal of resources and valuable information in this book about how to have a more successful business. I say that business students and entrepreneurial people should read this book because in this book, the reader will explore many different types of businesses. Wanting to start your own business is admirable, but getting to know some of the nuts and bolts about various business opportunities will help a person narrow down the choices. Through a process of elimination, a person can read this book and determine which business type is best for them. Do you want to figure out which business you should start up? Read this book. Once the choice has been made, this book offers excellent resources and gives real life examples of businesses, showing how to move forward in a wise manner as a business person. The reader will learn how to make a business thrive right from the beginning, everything from choosing the right location to finding the right customers.

Success before Start-Up shares the start-up experiences of 19 small businesses; giving invaluable practical advice on the right business to match your abilities, on marketing, finance and planning. It is written by people who started just like you; who want you to succeed, and give you respect for wanting the same.