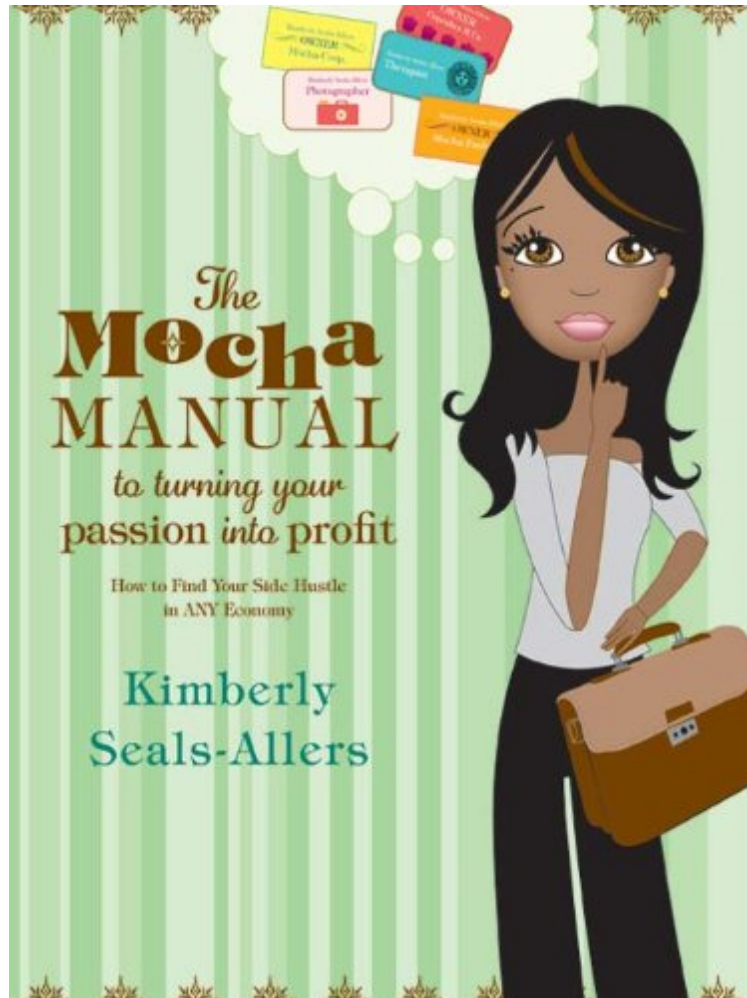


(Download) The Mocha Manual to Turning Your Passion into Profit: How to Find and Grow Your Side Hustle in Any Economy

The Mocha Manual to Turning Your Passion into Profit: How to Find and Grow Your Side Hustle in Any Economy

Kimberly Seals-Allers

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6 of 6 people found the following review helpful. The Mocha Manual is a Good Read for Women of Color By Keiya Hood I understand the opinions that a business book shouldn't necessarily be geared towards women of color but it just so happens that the lifestyles and overall dynamics of the "Black" experience are different. This book was well written, full of resources and easy to follow. I enjoyed it because it specifically addresses experiences of black women and makes a good point to bond with its reader. Of course, the one thing lacking are clear case studies. Ideally it would be

nice to have a book that details the overall start up experience and doesn't just skim over details like - how to create a business plan (I have never had much success writing one), what are the differences between earnings and income, how much time did it take to make a profit, how to incorporate, get a business license, etc. These are the stories I am eager to see. 0 of 0 people found the following review helpful. ... paid \$10 to include shipping and handling - not bad for the book being \$6. By Juanita Thompson I paid \$10 to include shipping and handling - not bad for the book being \$6. Was frustrated to see original owner of the book paid \$.75 and left the little sticker on the book. Good read! Great to see author has been able to expand her brand from maternity wear into a "How To" self-help guide. Wish she went into more detail on how she built her growing empire -she talked a lot about finished project instead of all she did to get there. Some parts were more helpful than others. Good book, maybe she will build on this in a follow up or next edition. 0 of 0 people found the following review helpful. It is a great read. I still read it when I can ... By smumfree My book arrived in a timely manner. It is a great read. I still read it when I can find the time with my busy schedule.

Who among us haven't dreamed of turning our passion into an income-producing enterprise? Whether it's arranging flowers, creating our own beauty products, or taking care of children, we all have our special talents. But how do you turn your hobbies into something more lucrative? And when would you ever find the time? In an uncertain economy, there is no better time than now to get started and *The Mocha Manual to Turning Your Passion into Profit* offers the step-by-step answers you need to turn your ideas into a business plan and your business plan into a bona fide business. Whether Kimberly Seals-Allers, an entrepreneur herself, is directing you toward resources that will tell you which licenses you need to get started or advising you on how to pick an accountant once your business starts to grow, you can count on her counsel to be clear, concise, and inspiring. Her wisdom on everything from marketing ideas to managing employees is combined with advice and anecdotes from everyday women who have founded companies ranging from small IT consulting businesses to massive operations such as *Carol's Daughter*. Whether you want to quit your job and start your own company or supplement your existing income with a "side hustle," this inspiring book is for you.