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Entrepreneur's Guide to Starting a Business

by **Enodare**

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First-time entrepreneurs face a daunting challenge in identifying all of the issues that must be addressed and mastered when starting a new business. If any item slips through the cracks, or is handled improperly, it could bring a new company crashing to the ground. Entrepreneur's Guide to Starting a Business helps you meet that challenge by walking you through all of the important aspects of successfully launching your own business. When you finish reading this book, not alone will you know the step-by-step process needed to turn your business idea and vision into a successful reality, but you'll also have a wealth of practical knowledge about corporate structures, business & marketing plans, e-commerce, hiring staff & external advisors, finding commercial property, sales & marketing, legal & financial matters, tax and much more.

- Comprehensive overview of all major aspects of starting a new business
- Covers every stage of the process, from writing your business plan to marketing and selling your new product
- Plain English descriptions of complex subject matters
- Real-world case study showing you how things play out in an actual new business environment

Brief Table of Contents: 1: The Start-up Landscape. 2: A Hard Look in the Mirror. 3: What's My Line? 4: Drawing a Blueprint for Success. 5: Making it Legal. 6: Let's Get Incorporated. 7: Build or Buy? 8: Priming the Pump. 9: Pulling a Team Together. 10: Staffing Up. 11: A Commercial Lease on Life. 12: Hitting the Target Market. 13: Site Specifics. 14: Closing the Deal. 15: Intangible Value. 16: By the Numbers. 17: Taxing Situations. 18: Legal Matters.

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It's also always smart to start small, without quitting your day job until it's obvious that you have a real winner. Entrepreneurship can lead to great success, but oftentimes not without challenges and roadblocks in the way. Jennifer Soffen, CEO, Rebloom How it all started: "After attending many weddings this past year, I started to see just how many beautiful, expensive flowers were being wasted. This led to the birth of Enfusen Digital Marketing and our Enterprise Inbound Marketing programs." What you can learn: "The first question [an entrepreneur needs] to ask is: "Would I buy this service?" If the answer is no, then they haven't found the right product. While some consultants, such as fundraising consultants, aren't required to be certified by law, they will still need certification in order to be competitive in the marketplace. Are you qualified to be a consultant? Consultancy may seem like a great way to make a living following a career setback. Product and service reviews are conducted independently by our editorial team, but we sometimes make money when you click on links

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