

[PDF] Start: How To Get Your Business Underway

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Description:

From the Inside Flap It doesn't matter what you start with - an idea to fill a gap in the market, boredom with your current job, or a desire to be your own boss. What matters is that you stop dreaming and start doing.

You don't need to be a master mathematician to work out whether your business idea has a decent chance of working out or not. Nor do you have to research and validate every minute detail of your business models before you can launch it successfully. We have all met people who dream of starting their business 'one day' but who never quite get round to it.

With plenty of practical advice and user-friendly tips, Start will help you ask yourself the questions

that need asking before you get going.

No more excuses. this could be the start of something great.

From the Back Cover Start is a one-stop guide to getting your business off the ground. Written by someone who has actually been there and done it, it gets straight to the heart of launching your business, with no-nonsense ideas to help you start out with confidence and a clear direction. Pick up some essential tips like:

- **Start with the idea.** What is it and how will it realise your ambitions? What is the long-term plan? If you don't know where you are going then you won't get there.
- **Simplicity is the key.** Don't overcomplicate things so that the idea is pecked to death by ducks. If you can write it on a postcard and explain it to your mum, then you can get started.
- **Make clear plans.** Draw up One-page business and personal plans to work out what you want in the simplest and clearest possible way.
- **Decide what you want.** Flush out whether you are building to sell, or just want the business to fund your lifestyle, then take the leap of faith and get it underway. Work hard, but don't confuse being busy with being effective.
- **Learn from experience.** Realise when you are gaining speed but losing altitude, and have the courage to change things when they aren't working well.

All vital stuff, packaged and presented in a way that will help you put it into practice right away. So what are you waiting for? It's time to Start.

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