

New!* The Home Business Startup Guide Mrr*



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50 Things You Should Know Before Starting Your Own Online Or Offline Home Business Getting Started:
Working from home: The pros and cons Is it legal where you live? Do you need a license? How to find out
Researching and developing your idea Identifying - and understanding - your competitors Preparing
yourself for business - mentally, financially, physically What You Need - And Where To Find It: Creating
"The Plans" Your business plan Your marketing plan Your disaster plan Finding the money you need
Borrowing Venture capitalists Financial "angels" Government and private grants Creating your company
Choosing a name Choosing a legal form - Sole proprietorship, partnership, corporation Know the law
Work where you live - but don't live where you work Creating a work area Furniture, hardware, software
Keeping personal and business lives separate Dealing with family, friends and neighbors Workplace
safety is still important No more water cooler chats or "let's grab lunch" socializing Surviving the financial
strain - and knowing the costs Paying yourself Setting reasonable prices Advertising and marketing
Trademarks, copyrights and contracts Accountants, programmers, website designers and more The art of
e-commerce Privacy policies, terms of service, customer rights and other legal stuff Bringing It All

Together: Cashflow - when it's good, when it's not When customers complain Keeping customers happy, loyal and coming back The taxman cometh The Top 5 first-year mistakes Knowing what you're doing right, what you're doing wrong and what to do next Success: Planning for growth Hire staff - or outsource - or partner? No more paid vacations If it all goes wrong: Dont rush to bankruptcy If it all goes right: The exit strategy (aka, Retirement)

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