



# The Complete Idiot's Guide to Starting Your Own Business, 6th Edition (Idiot's Guides)

*Ed Paulson*

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**The Complete Idiot's Guide to Starting Your Own Business, 6th Edition (Idiot's Guides)** Ed Paulson  
Chock-full of tips for finding the right business idea for you, evaluating an idea's market potential, creating a winning sales plan, developing an effective web and social media strategy, setting up the legal part of your business, and so much more, *The Complete Idiot's Guide® to Starting Your Own Business, Sixth Edition*, gives you the practical advice you need to start any type of business. Starting and running your own business, where you run the show your way, isn't as far-fetched as you might think. Many entrepreneurs have successfully ventured out on their own, even during tough economic times, and you can, too. Special emphasis is placed on matching you to the right business idea and writing a great business plan that will withstand tough investor scrutiny.

Author, Ed Paulson, has fully updated the content to reflect today's opportunities and challenges, and added new components that feature the basics of creating a web-based business strategy, managing your personal and business risks, business essentials for professionals such as doctors and engineers and how to successfully navigate your first year in business. In addition, this new edition features great tips for leveraging social media as a tool for selling products and marketing your business.

**Useful topics included in the book:** \* Matching you to your new business, \* Evaluating your idea's sales potential, \* Writing a fundable business plan, \* Two complete sample business plans, \* Figuring out if your business will make money, \* Finding and working with investors, \* Tips on buying an existing business or franchise, \* Managing personal and business risks for your life stage, \* Surviving your first year in business, \* Practical marketing and social media tips, \* Ideas for getting sales and managing salespeople, \* Managing employees, both good and bad, \* Doing business internationally, \* Managing your first year's cash flow, \* Developing a sound web strategy, \* What to consider when incorporating, \* Important business tips for professional practices.

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