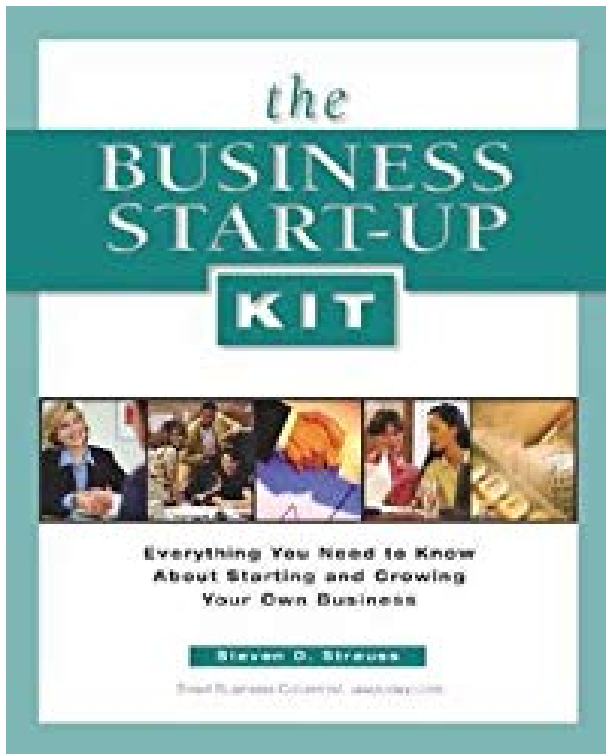


The Business Start-Up Kit



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Hundreds of thousands of people start their own businesses every year, and untold more dream about the possibility of becoming their own bosses.

While entrepreneurship has its many potential rewards, it also carries unique challenges. This is a compendium of everything an aspiring entrepreneur needs to start and succeed in business.

The author explains what works, and what doesn't, while giving entrepreneurs scores of tips and hints. Readers can learn: why following one's passion is important when picking a business; how to analyze a franchise property; why having more than one revenue stream is important; how to start a business on a shoestring; and strategies for growth once the business is up and running.