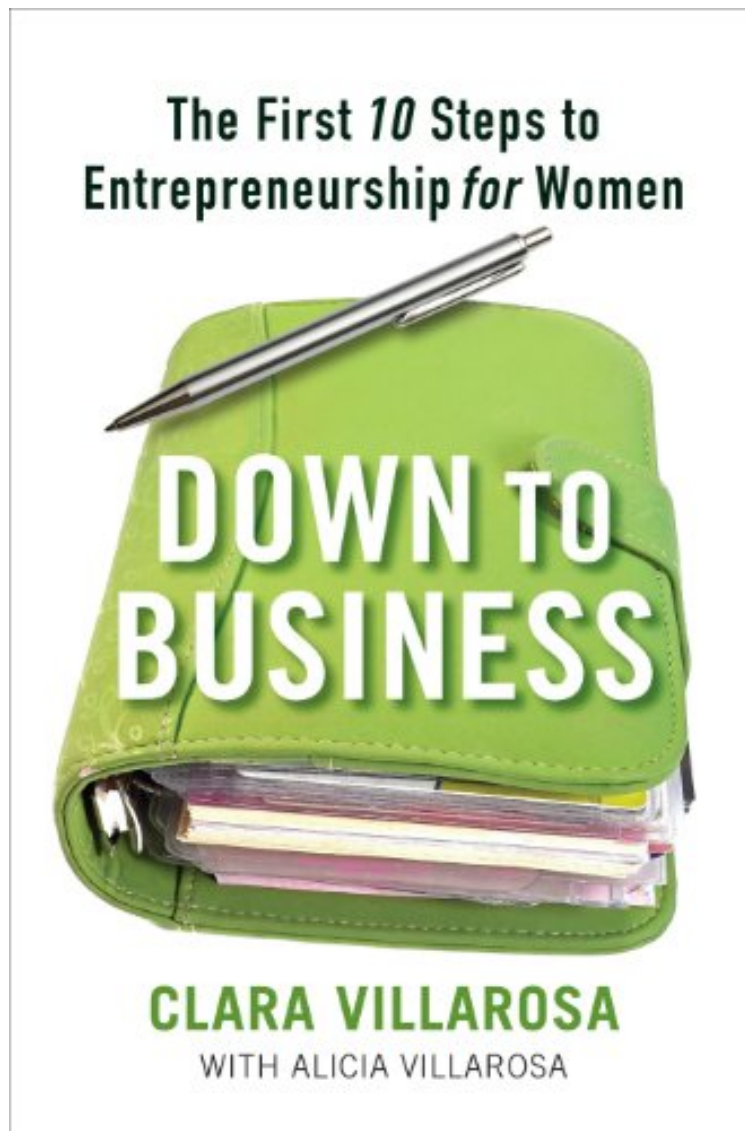


(Mobile book) Down to Business: The First 10 Steps to Entrepreneurship for Women

Down to Business: The First 10 Steps to Entrepreneurship for Women

Clara Villarosa

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Clara Villarosa : Down to Business: The First 10 Steps to Entrepreneurship for Women before purchasing it in order to gage whether or not it would be worth my time, and all praised Down to Business: The First 10 Steps to Entrepreneurship for Women:

A bulletproof, step-by-step plan for turning your business brainstorm into a money-making reality At age fifty-two ,

after years of working her way up the corporate ladder, Clara Villarosa found herself out of a job. But she didn't let that get her down. Instead, she put her gifts to the test and started her own business, which became one of the country's best-known independent specialty bookstores-The Hue- Man Bookstore. Now, twenty years and two successful stores later, Clara is a highly sought-after business coach and expert in the industry. Down to Business expands on Villarosa's proven "First 10 Steps to Entrepreneurship for Women" to offer women everywhere a targeted plan to help them launch the small business of their dreams. This book includes advice on: ?How to develop realistic business ideas by researching the industry ?Analyzing a competitor's marketing approach and attracting your ideal customer ? Accumulating the start-up funds you need, from recruiting investors to using loans wisely ?Scouting the ideal location ? Creating a sound business plan-and beyond-with a simple, step-by-step strategy Packed with stories of businesswomen at all stages of the game-from a beer connoisseur-turned-brewer to an avid reader-turned-literary agent-Villarosa brings together inspiring, real-life stories with her award-winning business savvy. Encouraging and empowering, Down to Business will get you motivated to dust off your dream and get your plan into action.