



# Small Business For Dummies (For Dummies (Lifestyles Paperback))

*Eric Tyson, Jim Schell*

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You're not alone if the thought of running your own business has crossed your mind. Even if your vision of a small business differs from your neighbor's, you probably dream of being your own boss and of providing a needed service or creating a cool new product. But your very first small-business decision may be to admit that you're not ready for this career -- at least not yet. If you're straddling the fence, *Small Business For Dummies* will uncover whether this career works for you. You'll also gain insight into getting your personal finances in order before exposing yourself to the risk of a new business, and discover how to draw a roadmap to reach your career destination. This easy-to-understand guide is also for those who want to

- \* Write a gang-buster business plan
- \* Create the right legal framework for your business
- \* Locate financing that suits your needs
- \* Develop and market your product
- \* Hire the right employees for the right jobs
- \* Build your business

You'll also gain understanding of the tactical side of running a small business, from pricing, budgeting, business expansion, and complying with government regulations to operational issues including:

- \* Managing your time
- \* Collecting accounts receivable
- \* Understanding your financial statements
- \* Taking good care of your customers
- \* Locating new financing or revising existing financing

You don't need to be a genius to run a successful small business, but you do need some help. And that's exactly what this book is, a guide into the stimulating world of small business ownership and management.

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