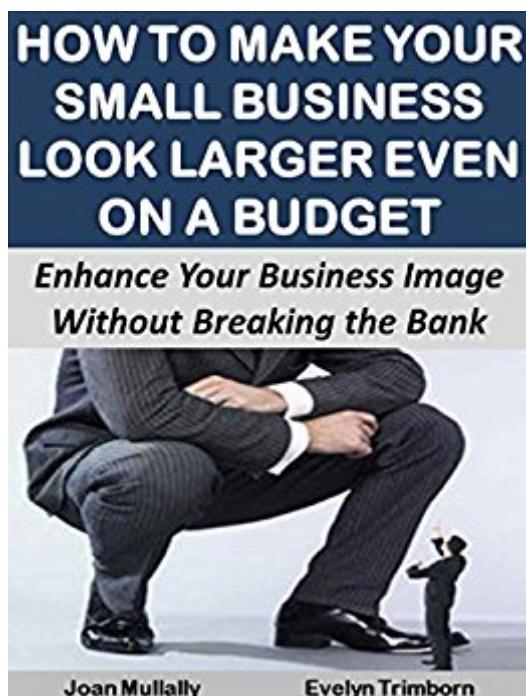


The book was found

How To Make Your Small Business Look Larger Even On A Budget: Enhance Your Business Image Without Breaking The Bank (Business Basics For Beginners)



Synopsis

Starting your own small business can be a wonderful opportunity to work for yourself, to earn a better income or to replace lost income. However, being your own boss can be tougher than you thought. New start-up small businesses and solo entrepreneurs often have several obstacles in the way of their success. One of the main ones is not being taken seriously because your company is considered to be too small. The good news is that there are several steps you can take to make your business look larger and more impressive in order to gain more credibility. In this way you can run a successful small business impressive-looking enough to land medium-sized or even larger clients. As a small business owner just starting out, expenses abound. Most solo entrepreneurs don't have cash for a receptionist, professional office space, a member of staff for every job that needs to be done, marketing, and all the other items that you probably took for granted when you were working for someone else. Many new business owners are lucky if they can even find a table and chair in their home, or a space in their garage. But just because you are starting out small does not mean you have to think small. This guide can help you plan and organize your new business from the outset in order to create the impression that your small business is one worth working with. You can even accomplish this without breaking your budget once you know how. In this guide, you will discover some of the best ways to present your small business in a more professional light, even if you are only a lone employee. Start with the essentials that every new business needs. Next, you will learn how to position yourself as an expert in a variety of ways designed to impress prospective customers and win you word-of-mouth recommendations and testimonials that cost you nothing but can be worth a great deal of money. Discover the best and most cost-effective ways to drive traffic to your business website and take advantage of both online and offline marketing opportunities. Learn how to position yourself to make the most of all the sales and business opportunities that will come your way as you build your impressive professional profile. Best of all, learn how to do this even if you only have a small budget in terms of both money and time, both at a premium when you start to work as your own boss. Setting up your small business the right way from the outset can save a great deal of headaches and hard-earned cash. You will also get handy appendices on how to build brand recognition and how to start outsourcing effectively to grow your business even more rapidly and score the top clients that you are aiming for in your niche or industry. If you've been dreaming of owning your own business but the reality is starting to become a nightmare now that you are actually starting out, use this guide to get you on the right track for start up success beginning today.

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ABOUT THE AUTHORS
Joan Mullally and Evelyn Trimborn have been marketing online for nearly 20 years and the authors of over 40 how-to guides designed to help new business owners gain the skills they need to be successful both offline and online.

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