

information that both established and budding entrepreneurs need, explains how to implement that information, and validates each lesson with real-world examples. Small Business, Big Vision provides inspiration and practical advice on everything from creating a one-page business plan to setting up an advisory board, and also delivers a call to social entrepreneurship and sustainable business practices. This powerful book: Offers instruction in whether and how to seek investors Outlines the pros and cons of hiring employees and provides guidance on how to find the best outsourced workers Presents a comprehensive action plan for effective social media marketing Explains how to build an information empire and become an expert Small Business, Big Vision proves that with a flexible mindset, practical skills, and the passion to keep pushing forward, entrepreneurs can find success, even in today's ever-changing business landscape. In his new marketing book, Mike Michalowicz offers a proven, no-bullsh*t method to position your business, service, or brand to get noticed, attract the best prospects, and convert those opportunities into sales. Told with the same humour and straight-talk that's gained Michalowicz an army of ardent followers, with actionable insights drawn from stories of real life entrepreneurs, this book lays out a simple, doable system based on three critical questions every entrepreneur and business owner must ask about their marketing: 1. Does it differentiate?, 2. Does it attract?, 3. Does it direct?

Tired of hearing you'll never be wealthy unless you sacrifice all the things that make you feel wealthy? Ever notice how managing money always seems to mean cutting back on small daily pleasures like lattes and lunches? Alexandria Blaelock explains that true wealth involves more than money - you can enjoy things that make you happy while creating a prosperous future tomorrow. Borrowing techniques from business, Alexandria reveals how: • A meaningful vision of your future is the missing link. • Planning and managing spending brings your dreams to life. • Sharing what you have can make the world a better place. Plus, you'll discover: • How to connect with your past and future selves. • The comforts of risk management. • What to look for in a long-term romantic partner. Stop worrying about how to pay for your life – relax and enjoy it.

Author of cult classics The Pumpkin Plan and The Toilet Paper Entrepreneur offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: Sales - Expenses = Profit. The problem is, businesses are run by humans, and humans aren't always logical. Serial entrepreneur Mike Michalowicz has developed a behavioral approach to accounting to flip the formula: Sales - Profit = Expenses. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows. Using Michalowicz's Profit First system, readers will learn that: • Following 4 simple principles can simplify accounting and make it easier to manage a profitable business by looking at bank account balances. • A small, profitable business can be worth much more than a large business surviving on its top line. • Businesses that attain early and sustained profitability have a better shot at achieving long-term growth. With dozens of case studies, practical, step-by-step advice, and his signature sense of humor, Michalowicz has the game-changing roadmap for any entrepreneur to make money they always dreamed of.

Do you worry that your business will collapse without your constant presence? Are you sacrificing your family, friendships, and freedom to keep your business alive? What if instead your business could run itself, freeing you to do what you love when you want, while it continues to grow and turn a profit? It's possible. And it's easier than you think. If you're like most entrepreneurs, you started your business so you could be your own boss, make the money you deserve, and live life on your own terms. In reality, you're bogged down in the daily grind, constantly putting out fires, answering an endless stream of questions, and continually hunting for cash. Now, Mike Michalowicz, the author of Profit First and other small-business bestsellers, offers a straightforward step-by-step path out of this dilemma. In Clockwork, he draws on more than six years of research and real life examples to explain his simple approach to making your business ultra-efficient. Among other powerful strategies, you will discover how to: • Make your employees act like owners: Free yourself from micromanaging by using a simple technique to empower your people to make smart decisions without you. • Pinpoint your business's most important function: Unleash incredible efficiency by identifying and focusing everyone on the one function that is most crucial to your business. • Know what to fix next: Most entrepreneurs try to fix every inefficiency at once and end up fixing nothing. Use the "weakest link in the chain" method to find the one fix that will add the most value now. Whether you have a staff of one, one hundred, or somewhere in between, whether you're a new entrepreneur or have been overworked and overstressed for years, Clockwork is your path to finally making your business work for you.

Traditional Chinese edition of Leaders Eat Last: Why Some Teams Pull Together and Others Don't by Simon Sinek. Sinek is the author of "Start with Why: How Great Leaders Inspire Everyone to Take Action," and a popular TED talk speaker. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

Ditch traditional corporate branding to create a powerful, recognizable brand Brand Against the Machine offers proven and actionable steps for companies and entrepreneurs to increase their brand visibility and credibility, and to create an indispensable brand that consumers can relate to, thus becoming life-long customers. Discover the aspirational currency that makes your brand one that people want to be or want to be friends with. Learn how to be real with your audience and make strategic associations to establish credibility. Brand Against the Machine will help you stand out, get noticed, and be remembered. Brand Against the Machine is the blueprint for how to market your brand to attract better clients and stand out from the clutter that is traditional corporate branding and marketing. Instant Positioning Method: How to instantly stand out from the crowd and position yourself as a resource, not just another service provider The 20/60/20 Rule: Why it's important to take a stand and why it's okay to have haters—because it creates a stronger bond with those who love you Ditch your traditional corporate branding and marketing, and exchange it for something memorable. Your customers will thank you for it.

"Never started a company before? Struggling with little or no cash? Have no experience, no baseline to judge your progress against? Thank God! You've got a shot at making this work." So says Mike Michalowicz, author of The Toilet Paper Entrepreneur, a business book that is so uniquely useful, so raw and entertaining, it reads like the brainchild of Steve Jobs and Chris Rock. The founder of three multimillion-dollar companies, including Obsidian Launch, a company that partners with first-time entrepreneurs to grow their concepts into industry leaders, Mike Michalowicz knows what it really takes to spin your great idea into pure gold. Whether you're just starting out or have been at this for years, Mike's "get real" approach to business is a much-needed swift kick in the pants. In this book, you'll discover: * Why a business plan is a total waste of your time. * Why fulfilling your own needs is the first and last order of business. * Which three sheets of paper you need to successfully launch, manage and grow your business. * How to get started in business with little or no money. * How to find and exploit resources that no one else knows about. * How to stop procrastinating and take action NOW!

The pinnacle of the Godfather of Entrepreneurship has sold more than 2 million copies, helping countless entrepreneurs to successfully start their own businesses! Different from ordinary entrepreneurial books, this book not only teaches the method, but also teaches the mind of entrepreneurship! You don't need a degree in management, and you can operate smoothly from a one-person company to a corporate organization as suggested in this book! If you read this book first, and then start your own business, you will do better than others! Open a company, open a store, set up a studio, this book is all applicable, let your business go long! Why is it so important to start a business? Successful people have been using Master Mind groups for centuries to pursue and achieve their dreams. Now, you can also learn the secrets of putting their principles into action. Napoleon Hill wrote at great length about Master Mind groups and meetings in his classic book, "Think and Grow Rich." However, you can't expect to simply show up at a Master Mind meeting of like-minded individuals and walk away a success. You need to incorporate the essential Master Mind principles into your daily life and business practices. In this book, discover an

array of strategies to implement those principles, including: how to use the law of attraction to your advantage; how to use self-control to meet your objectives; how to initiate and embrace leadership; how to continuously bring forth your strengths. The strategies you learn in this guidebook will reduce your daily stress while increasing your wealth. Be inspired to do your best in business and in life with "Victory One Moment at a Time." Not too long ago, somewhere along my way, I heard the phrase "sell belief," and it really struck true for me. I have always had the easiest of times selling ideas and things in my life that I had the strongest belief in. It's where the rubber meets the road, where everything just clicks into place and your business starts to hum. That is when you fully gain the trust and the right to call someone a customer or a client. By fully utilizing the Master Mind Principles your beliefs can be kicked into high gear, making the possibilities for your successes and victories endless. From the building of strong self confidence, to fully embracing your abilities to give - each of has the power within us to unlock the mysteries behind the Master Mind Principles. "Authenticity, hope, clarity and focus are words that spring from each page as one reads Cheri Ruskus' Victory One Moment at a Time. You will find yourself in this book. Cheri's words come from experience. Her inspiration comes from her heart." - Laurie Taylor, Business Growth Specialist, FlashPoint! "Over-used and abused... that is what I think of when I hear the word Master Mind. That is, until I met Cheri Ruskus. Cheri takes the Master Mind concept and gives you an actionable, effective, step-by-step guide to grow a kick ass business." - Mike Michalowicz, Author Toilet Paper Entrepreneur "Victory One Moment at a Time teaches passionate entrepreneurs the keys to launching a successful, long-term business. It is an invaluable resource for anyone who wants to embrace the entrepreneurial lifestyle and make a name for themselves and their ideas. This is a book that you will refer to over and over again for the rest of your entrepreneurial life." - Jessica Swanson, President of Shoestring Marketing Association

From Mike Michalowicz, the author of PROFIT FIRST, CLOCKWORK, and THE PUMPKIN PLAN, comes the ultimate diagnostic tool for every entrepreneur. The biggest problem entrepreneurs have is that they don't know what their biggest problem is. If you find yourself trapped between stagnating sales, staff turnover, and unhappy customers, what do you fix first? Every issue seems urgent -- but there's no way to address all of them at once. The result? A business that continues to go in endless circles putting out urgent fires and prioritizing the wrong things. Fortunately, Mike Michalowicz has a simple system to help you eradicate these frustrations and get your business moving forward, fast. Mike himself has lived through the struggles and countless distractions of entrepreneurship, and devoted years to finding a simple way to pinpoint exactly where to direct attention for rapid growth. He figured out that every business has a hierarchy of needs, and if you can understand where you are in that hierarchy, you can identify what needs immediate attention. Simply fix that one thing next, and your business will naturally and effortlessly level-up. Over the past decade, Mike has developed an ardent following for his funny, honest, and actionable insights told through the stories of real entrepreneurs. Now, Fix This Next offers a simple, unique, and wildly powerful business compass that has already helped hundreds of companies get to the next level, and will do the same for you. Immediately.

Download now to get key insights from this book in 15 minutes. The author of cult classics The Pumpkin Plan and The Toilet Paper Entrepreneur offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: sales - expenses = profit. The problem is, businesses are run by humans, and humans aren't always logical. Serial entrepreneur Mike Michalowicz has developed a behavioral approach to accounting to flip the formula: Sales - Profit = Expenses. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows. Using Michalowicz's Profit First system, listeners will learn that: ? Following four simple principles can simplify accounting and make it easier to manage a profitable business by looking at bank account balances. ? A small, profitable business can be worth much more than a large business surviving on its top line. ? Businesses that attain early and sustained profitability have a better shot at achieving long-term growth. With dozens of case studies, practical step-by-step advice, and his signature sense of humor, Michalowicz has the game-changing road map for any entrepreneur to make money they always dreamed of.

A guide to help you obtain less of what don't want, and more of what you do, and "cut through the clutter, achieve better results in less time, build momentum toward your goal, dial down the stress, overcome that overwhelmed feeling, stay on track, [and] master what matters to you.

Each year Americans start one million new businesses, nearly 80 percent of which fail within the first five years. Under such pressure to stay alive—let alone grow—it's easy for entrepreneurs to get caught up in a never-ending cycle of "sell it—do it, sell it—do it" that leaves them exhausted, frustrated, and unable to get ahead no matter how hard they try. This is the exact situation Mike Michalowicz found himself in when he was trying to grow his first company. Although it was making steady money, there was never very much left over and he was chasing customers left and right, putting in twenty-eight-hour days, eight days a week. The punishing grind never let up. His company was alive but stunted, and he was barely breathing. That's when he discovered an unlikely source of inspiration—pumpkin farmers. After reading an article about a local farmer who had dedicated his life to growing giant pumpkins, Michalowicz realized the same process could apply to growing a business. He tested the Pumpkin Plan on his own company and transformed it into a remarkable, multimillion-dollar industry leader. First he did it for himself. Then for others. And now you. So what is the Pumpkin Plan? Plant the right seeds: Don't waste time doing a bunch of different things just to please your customers. Instead, identify the thing you do better than anyone else and focus all of your attention, money, and time on figuring out how to grow your company doing it. Weed out the losers: In a pumpkin patch small, rotten pumpkins stunt the growth of the robust, healthy ones. The same is true of customers. Figure out which customers add the most value and provide the best opportunities for sustained growth. Then ditch the worst of the worst. Nurture the winners: Once you figure out who your best customers are, blow their minds with care. Discover their unfulfilled needs, innovate to make their wishes come true, and overdeliver on every single promise. Full of stories of other successful entrepreneurs, The Pumpkin Plan guides you through unconventional strategies to help you build a truly profitable blue-ribbon company that is the best in its field.

Trying to start a business in this economy? Struggling with little or no cash? Have no experience, no baseline to judge your progress against? Whether you're just starting out or have been at it for years, the Toilet Paper Entrepreneur's "get real", actionable approach to business is a much-needed swift kick in the pants.

Are you confident your clothes suit you and reflect who you really are? Drawing on early twentieth century purchasing patterns and advice, through two World Wars and the Great Depression, Alexandria Blaelock describes a four-step system for developing your wardrobe plan. You'll learn what you need to know, to have the courage to make a plan and stick with it. • Your budget • What's appropriate • Your style • What you need And the background knowledge that will make your wardrobe plan last; how to: • create wardrobe capsules • perform wardrobe reviews • prepare to shop • identify good fit and quality • care for your clothing • maintain your body shape All so you can confidently build your signature wardrobe.

