



Getting Started in Small Business For Dummies

Veechi Curtis

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Ensure success when starting your small business with this must-have introductory guide

Have you always wanted to know what it takes to run a successful small business? This easy-to-follow guide includes everything you need to know to get started. Turn your business idea into reality with handy information on all the basics, from learning how to create a strong business plan to developing a solid online presence.

- **Create your first business plan** — discover how to develop smart business strategies and build a roadmap for success
- **Learn the legal jargon** — protect your ideas and register your business properly
- **Market your business strategically** — establish who your key customers are, research your rivals, and create a killer marketing plan
- **Take the stress out of bookkeeping** — ensure all of your admin is covered, from choosing accounting software to handling petty cash
- **Master online marketing** — explore different ways to reach customers with keyword optimisation and other online tools

Open the book and find:

- Advice about being your own boss
- Secrets for matching sales goals to savvy marketing strategies
- Guidelines for keeping your finances in shape
- A step-by-step guide to profit margins
- Tips on using social media to promote your business

Learn to:

- Decide what type of small business is right for you
- Put together a winning business plan
- Understand your financial and legal obligations
- Maximise your online presence

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