

Business Plan Mom

The Mom Test is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little . As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right . Talking to customers is one of the foundational skills of both Customer Development

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and Lean Startup. We all know we're supposed to do it, but nobody seems willing to admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better.

Moms Mean Business A Guide to Creating a Successful Company and Happy Life as a Mom Entrepreneur Red Wheel/Weiser

From Boardroom to Baby provides emotional encouragement and practical guidance for career women who are opting out of the workforce to stay home with their children. A recent Gallup poll concluded that stay-at-home moms were significantly

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less likely than working moms to consider their lives “ thriving ” and experienced higher rates of depression. Even so, millions of mothers are choosing to put their careers on hold and stay home with their children. From Boardroom to Baby shatters the stereotypes associated with “ staying home ” and empowers new moms to blaze their own unique paths through motherhood and beyond. Along with a thoughtful map and modern-day tools to help moms carve out meaning and purpose in their new roles, From Boardroom to Baby offers: Heartfelt stories of the author ’ s own journey from a Fortune 500 company to life on the home front. Mindful exercises that prompt

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soul searching and self-discovery. Expert advice from a mental health counselor. Meaningful affirmations that promote grace and strength throughout motherhood. Begin your small business success today as you transform your business idea into a powerful, functional business plan with Hiduke/Ryan's SMALL BUSINESS: AN ENTREPRENEUR'S BUSINESS PLAN, 9E. This indispensable guide to small business takes a practical action-step approach to help you sharpen your business talents and focus your business ownership dreams. You learn to identify business opportunities, market needs, and target customers as you develop an actual working business plan from the

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ground up. Timely business tools and ongoing links to the latest small business information available on the Internet keep the information you're using focused on the future. Throughout the book, you gain firsthand glimpses into the challenges and successes that other passionate entrepreneurs face. Whether you plan to build your own business, pursue a franchise, or purchase an existing business, in *SMALL BUSINESS: AN ENTREPRENEUR'S BUSINESS PLAN, 9E*, you'll find the timely advice, powerful skills, and effective plans you need for success. Make the grade with CourseMate + LivePlan! This interactive website helps you make the most of your study time by accessing everything you

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need to succeed in one convenient place. This version of CourseMate includes LivePlan from Palo Alto Software; a proven web-based business plan software that allows you to produce a professional-grade business plan through software used by real entrepreneurs. MANAGEMENT CourseMate also provides an interactive eBook, dynamic flashcards, interactive quizzes, videos, games, and more to help you master today's management concepts. Available with InfoTrac Student Collections

<http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in

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the ebook version.

Mom Inc.

The Ultimate Mom

Mom With a Plan

A Guide for Innovative Engineers and Scientists

What Great Entrepreneurs Really Do

The Essential Guide to Running a Successful Business

Close to Home

Engineering Entrepreneurship from Idea to Business
Plan

"The complexity of business in economically
demanding times makes finding constructive

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angels that much more challenging. The advice and tips in *Attracting Capital from Angels* are, therefore, invaluable. The wisdom offered here is not just for start-ups or neophytes, but is a well-timed companion to already existing resources and approaches to helping a business in all phases of development. It's also a great manual for people who want to share their knowledge (and invest capital) as an angel. I plan to recommend *Attracting Capital from Angels* to every entrepreneur I run into in the future who asks for mentoring sources. Great job!" —Bob

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Bozeman, General Partner, Angel Investors, LP
PENNIES FROM HEAVEN This book offers all the information entrepreneurs need for finding elusive angel investors. Comprehensive, eminently readable, and based on the authors' years of experience dealing with venture capital firms, angels, and entrepreneurs, this book covers all the angles on angels: What are angels and what do they want? Different types of angels Pitching and preparing for angels Finding angels Working with angels The future of angel investing Attracting Capital from Angels is the

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ultimate guide to finding the money your business needs to get on its feet-and make a run at success.

Age is nothing but a number when it relates to entrepreneurs (business owners) and earning money. The HotchPotch Girls (HPG) are an example. They are young girls who were bored with the same summer events - family visits and vacations. Determined to do something different, HPG decided to start a small business. They believe if they start young earning money, they will be successful and rich. But it wasn't easy for

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HPG because they didn't have money to start a small business. HPG had to work odd jobs, which some were not fun. Imagine a dog dragging a HotchPotch Girl. That was only one of their problems. Troublemaking girls were eager to destroy HPG business. The troublemaking girls were jealous and furious. But will they destroy HPG business, or will HPG earn the title, Young, Successful, and Fabulous?

From designing better baby shoes all the way to producing erotic videos, mompreneurs have been shaking up the world of business even

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while working carpool to carpool. For many women, self-employment is the answer to the challenge of combining work and family, which is why over 900,000 entrepreneurs in Canada are women (many of them moms) -- it's one of the fastest growing segments of the Canadian economy. But starting a successful, lasting business isn't as simple as putting down the diaper bag and picking up a briefcase. Drawing on their own experiences as successful mompreneurs and that of mompreneurs across Canada and the U.S., Amy Ballon and Danielle

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Botterell cover all the bases: Deciding to take the plunge -- is mompreneurship the answer? Researching your business idea and developing a business and marketing plan Navigating the early stages of planning and financing Balancing your business and family in the early stages and as your business (and child) grows Handling surprises and setbacks and managing growth With informative sidebars and tips from Rebecca Reuber, Canada's leading expert on entrepreneurship, Mom Inc. is a friendly and hands-on look at the truth about

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momprenneurship and the challenges of juggling business and family, and an authoritative guide on how to start and run a successful business. This book and the breakthrough that I will be describing, is going to examine the relationship between a child, a dog, and his parents and the issues that all parties go through when making the decision to get a child's first dog. I will then relate that to you, your business, and the other parties involved that are needed to get your company funded and in turn a success. While you are reading this book I want you to think of

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Bobby as yourself or the entrepreneur; the dog as the business that you are going to start; the parents of Bobby as the bank or investor; and the pitch that Bobby will make to his parents in order to bring the dog home as the business plan itself. By reading this book with that paradigm in mind, you will begin to understand the breakthrough in business plan development that I am aiming for and it will change the way you go into the business planning process. You will no longer need to procrastinate because the process won't be as daunting of a process as

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before. Instead you will understand the mindset that goes into writing one and you will be able to begin developing yours much faster and with greater focus.

The Entrepreneurial Mom's Guide to Running Your Own Business

Business Plan Development Through the Eyes of a Child and His Dog

The Essential Guide to Running a Successful Business from Home

Attracting Capital From Angels

Annual Midwest Estate, Tax & Business Planning

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Institute

Small Business: An Entrepreneur's Business Plan

A Mom's Guide to Running a Successful Business and Home

This ready-to-use business guide targets mothers who dream of starting a profitable business. The author, who is well-established in the 'momprenpreneur' market, and a successful entrepreneur herself, will speak directly to the complex needs of entrepreneurial parents with topics from business planning to work-life management. This step-by-step business guide is a kick-start tool for any

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mom who dreams of starting and running her own business.

Create your “someday” life TODAY! “Get ready to let your dreams take flight! Tamara taught me things I wish I’d known years ago; it would have saved me a lot of time and money.” Jamie Novak, founder of www.BiteSizeLiving.com and author of *Stop Throwing Money Away* and *The Get Organized Answer Book* “A heart-pounding read for entrepreneurs who want answers to all those nagging questions. Read it and fly.” Nell Merlino, creator of the *Take Our Daughters to Work Day* and *Make Mine a Million \$ Business* programs and author of *Stepping Out of Line* Link your dream to

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practical business possibilities Identify your skills and motivations Create an effective business plan Use Twitter and Facebook as powerful business tools Find the funding to support your business

The Laundry List is a real-life practical guide to balance family and business. Rachel walks you through setting realistic and flexible goals, choosing a workspace, balancing household chores, and organizational tips to get your business rocking to success. Who better to learn from than someone who has done it a couple times over?

Many mothers today are starting their own successful businesses, transforming simple ideas into profitable

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ventures. You can do it too---with Venture Mom. In 12 steps, each achievable in a week, this book strips away the mystery of launching a new venture and delivers the tools you need to take care of business while taking care of your kids.

Mom, Inc.

Business Plans Are for the Dogs!!

How Their Money - and Their Experience - Can Help
You Build a Successful Company

From Idea to Income in Just 12 Weeks

Choosing the Business That's Right for You Using the
Skills and Interests You Already Have

How to talk to customers & learn if your business is a

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good idea when everyone is lying to you

10 Things Every Mom Entrepreneur Should Know

Ultimate Mom is a moving collection of stories about the joys and hurdles of motherhood, laden with must-know advice from experts about all facets of motherhood--how to discover and polish an emerging parenting style; how to balance passion and hobbies with family; how be an effective mother-father team, and much more. Ultimate Mom offers readers: Practical, time-tested lessons from mothers about how to navigate smoothly

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through the ups-and-downs of motherhood
More than 60 eye-catching photographs,
featuring outstanding mothers and the
milestones that span generations With
insightful stories, practical ideas, sage
advice, Ultimate Mom is a great gift book
for the Mother's Day book launch.

Ready to start your Mom blog or enhance
your existing one? Thisbook is for you!
The population of mom bloggers is growing
at a stunning pace andthey boast an
audience of more than 23 million women
reading,posting, or commenting on blogs

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every week. This fun and friendly guide targets moms who are looking to become a savvier blogger, build a personal brand, earn free products to review or give away, or make some extra cash through ad revenue. Named by Nielsen as one of the most influential moms online, author Wendy Piersall helps you determine the right business model for your blog and then create a professional, in-demand personal brand. Serves as a road map for the growing population of moms who are interested in creating a blog or

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enhancing an existing blog Explains how to define a business model, understand your reader demographics, and choose the right look and feel for your blog Addresses delicate issues such as dealing with privacy and family members who don't want to be featured on your blog Walks you through using social media to extend your personal brand, building traffic with SEO and blog networks, and having a plan and policies in place when big brands and media come calling Offers a very un-intimidating format as well as the usual

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fun and friendly For Dummies approach This beginner guide presents baby steps for breaking into the often-daunting mom blogging community, with practical advice on how to join and become an accepted member of this exciting world.

Increase Your Family's Income While Taking Care of Your Children! Did you know that millions of moms just like you are making money from the comfort of their homes? You can do it too! Stay-at-home mom expert Liz Folger shows you step-by-step how you can stay home with your kids and make money

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doing something you really enjoy. From scrapbooking, catering, and massage therapy to pet sitting, accounting, Web designing, and hundreds more, you can turn your skills and talents into profits for you and your family. Inside, you'll learn how to:

- Find a business you love
- Plan and budget your time
- Manage yourself, your business, and your family
- Tap into the Internet's vast resources and opportunities
- Avoid get-rich scams and costly mistakes
- Obtain a business license
- And much, much more! You'll also discover

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tips and advice from 35 moms who have started their own successful businesses from home. If they can do it, why not you? With *The Stay-at-Home Mom's Guide*, you too can turn your home-business dreams into reality. "This latest edition of *The Stay-at-Home Mom's Guide* will continue to inspire moms (and dads) in finding that perfect balance between a work-from-home venture and family life." -Priscilla Y. Huff, author of *101 Best Home-Based Businesses for Women* "Liz Folger provides solid, invaluable information that will

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start you off right toward home-business success. The National Association of At-Home Mothers highly recommends this book for any mother wishing to make money from home." –Jeanette Lisefski, founder of AtHomeMothers.com and the National Association of At-Home Mothers "On-target guidance that will hone your entrepreneurial skills and lead you to success in the right home-based business." –Richard Henderson, publisher of Home Business Magazine

So many women dream of having it all-being

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kickass mothers and running their own successful businesses. This book helps them take the leap with confidence. Serial entrepreneurs (and moms) Meg Mateo Ilasco and Cat Seto draw on their own successes and missteps to reveal exactly how to choose the right business, find clients, write a business plan, launch a blog and Web site, stay focused at home, and more. Insightful Q&As with enterprising mothers like fashion designer Cynthia Rowley and Style Me Pretty blogger Abby Larson demystify the many nuances of balancing

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work life with family time. It's not easy.
But this practical and inspiring guide
helps make it possible.

The Adventures of Chipper, The Dog of
Dogdom

Would You Do That to Your Mother?

Burn the Business Plan

Found It

Family Acts

Regain Control and Be Your Own Boss.

Create a Winning Business Plan. Turn Your
Passion into Profit.

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A perfect companion for aspiring entrepreneur mothers—a journey many women try to take on solo—this guide is brimming with practical advice, tips, and tricks to help a woman fine-tune her self-starter skills and raise a successful company. The lessons here show how to blend motherhood and business, including pointers on how to incorporate kids into the daily business routine and dozens of accounts from mom entrepreneurs on their adventures in time management. While also showing why a traditional business plan may not be as important as once thought, this is an indispensable sidekick to launching a dream, keeping it running, and turning it into a thriving business.

How did she do it? You've probably seen your share of

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moms lately thriving in the whirlwind of motherhood and entrepreneurship, having taken their designer onesie or gluten-free cookie and turned it into a profitable venture, and wondered if that could ever happen to you. It can! And quicker and easier than you think! In *Venture Mom*, author and founder of VentureMom.com Holly Hurd recounts inspiring stories from women who have channeled their passions into money-making products and services, and delivers 12 steps--each achievable in a week--to simplify the process and turn your idea into a budding enterprise. Without sacrificing precious time with their children, moms will learn about:

- Tips and techniques for honing a concept
- doing just enough research, and finding the perfect name

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factors that improve the odds of success• Free resources logos, web design, and branding• Strategies for leveraging email, blogging, and social media• And much more!Don't fall for the lie that you could never do what they did. It's time to strip away the mysteries surrounding launching a business and unlock a fast, easy formula that anyone can utilize. Whether the goal is adding to the family finances or building a major enterprise, Venture Mom can help anyone get started.

The magazine that helps career moms balance their personal and professional lives.

"A delectable mixture of ice cream and romance."

—Publishers Weekly (starred review) "For fans of Jenny

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Han.” —School Library Journal “A rare, enjoyable portrait of a woman-run business.” —Kirkus Reviews From the author of *The Last Boy and Girl in the World* and *The List* comes a bold and sweet summer read about first love, feminism, and ice cream. *Summer in Sand Lake* isn't complete without a trip to Meade Creamery—the local ice cream stand founded in 1944 by Molly Meade who started making ice cream to cheer up her lovesick girlfriends while all the boys were away at war. Since then, the stand has been owned and managed exclusively by local girls, who inevitably become the best of friends. Seventeen-year-old Amelia and her best friend Cate have worked at the stand every summer for the past three years, and Amelia is “Head Girl” at the

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stand this summer. When Molly passes away before Amelia even has her first day in charge, Amelia isn't sure that star can go on. That is, until Molly's grandnephew Grady arrives and asks Amelia to stay on to help continue the business.. Grady's got some changes in mind...

Bankable Business Plans

The Future of Women and Work (and Why It's Different Than You Think)

A 4-week Plan to Build Your VA Business

A Story About Young Entrepreneurs, Earn Money Now!
Money And Motherhood

The "Make Mom Proud" Standard for How to Treat Your Customers

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Mom Blogging For Dummies

INSTANT NATIONAL BESTSELLER The founder of *Girls Who Code* and bestselling author of *Brave, Not Perfect* confronts the “big lie” of corporate feminism and presents a bold plan to address the burnout and inequity harming America’s working women today. We told women that to break glass ceilings and succeed in their careers, all they needed to do is dream big, raise their hands, and lean in. But

data tells a different story. Historic numbers of women left their jobs in 2021, resulting in their lowest workforce participation since 1988. Women's unemployment rose to nearly fifteen percent, and globally women lost over \$800 billion in wages. Fifty-one percent of women say that their mental health has declined, while anxiety and depression rates have skyrocketed. In this urgent and rousing call to arms, Reshma Saujani dismantles the myth of

“having it all” and lifts the burden we place on individual women to be primary caregivers, and to work around a system built for and by men. The time has come, she argues, for innovative corporate leadership, government intervention, and sweeping culture shift; it’s time to Pay Up. Through powerful data and personal narrative, Saujani shows that the cost of inaction—for families, for our nation’s economy, and for women themselves—is too great to ignore. She

lays out four key steps for creating lasting change: empower working women, educate corporate leaders, revise our narratives about what it means to be successful, and advocate for policy reform. Both a direct call to action for business leaders and a pragmatic set of tools for women themselves, Pay Up offers a bold vision for change as America defines the future of work. Customer experience pioneer Jeanne Bliss shows why “Make Mom Proud”

companies outperform their competition. Her 5-step guide to customer experience and culture transformation makes this achievement possible. Bliss urges companies to make business personal to earn ardent fans and admirers, by focusing on one deceptively simple question: "Would you do that to your mother?" "Make Mom Proud" companies give customers the treatment they desire, and employees the ability to deliver it. They turn "gotcha" moments

into “we’ve got your back” moments by rethinking business practices, and they enable employees to be part of the solution to fix customer frustrations. Bliss scoured the marketplace seeking companies who excel at living their core values, grounded in what we all learned as kids. She offers a five-step plan for evaluating your current behaviors and implementing actions at every level of the organization. Step 1. “Be the Person I Raised You to Be” Understand how you

are hiring, developing and trusting employees to bring the best version of themselves to work. Vail resorts, for example, the world's largest ski resort operator, banned the three words "Our policy is..." from their vocabulary, freeing employees to take spirited actions to deliver "the experience of a lifetime." Step 2. "Don't Make Me Feed You Soap" Learn the eight key frustrations that bind us as customers (waiting, fear, anxiety, the black hole of

no communication, etc.) and how to apply actions from companies who are delivering a seamless, frictionless and easy experience. Step 3. “Put Others Before Yourself” Determine if your focus is on helping customers achieve their goals - and evaluate how that is fueling your growth. Canada's Mayfair Diagnostics, for example, spent over a year studying the emotions of patients entering an imaging clinic, so they could redesign their welcome to deliver

warmth and caring over procedure and process. The newly designed clinic achieved profitability in record time.

Step 4. "Take the High Road" Learn how companies who do the right thing rise above the competition. Virgin Hotels, for example, named #1 U.S. hotel by Conde Nast Reader's Choice Awards, walked away from price gouging at the mini bar, so you'll never pay more for that Snickers bar than what you'd pay at the corner market. Step 5. "Stop the

Shenanigans!” Evaluate your current company behaviors and identify the key actions that you can begin immediately. With 32 case studies and examples from more than 85 companies, this is a practical and easy to follow guide for your experience and culture transformation. Filled with comics to snapshot our experiences as customers, a “mom lens” to reflect continuously on your performance, and a “make-mom-proud-ometer” quiz - the book makes

Bliss's approach accessible and approachable. Join the movement to #MakeMomProud by applying this book across your organization. Whether you're contemplating your company's returns policy, its social media presence, or its big-picture strategy, this approach will help your company anticipate both employee and customer needs, extend patience, and show respect at all times. Leadership lessons do not just come from the rich, famous, or seasoned

corporate veterans, and similarly knowledge and acumen are not acquired exclusively in the classroom or boardroom. Majed Yaghi, a retired corporate executive, shares inspiring lessons from his mother, Nazira, who never attended school yet still built a thriving enterprise grounded in her relentless passion for winning and will to overcome all odds. Until her passing in 2012, she demonstrated leadership qualities typical of Ivy League graduates

and corporate executives, except she was neither. Instead, she was the head of a household of eight children whose passion was to encourage them to be high achievers and the best in their respective fields. In a guide inspired by his mother's influence, Yaghi shares four vital leadership competencies that focus on instilling passion, planning, persistence, and perpetual optimism into the journey to become a better leader. Included are other lessons that focus on

learning and leading by axioms. Leadership Lessons from an Illiterate Mom is a guide that shares lessons inspired by a Jordanian mother who led all eight of her children to achieve greatness through her mentoring and servant leadership.

According to research, there are more than 10 million women who own and lead their own businesses. Entrepreneur Aliza Sherman (founder of Cybergrrl, Inc.) and blogger Danielle Smith (founder of

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ExtraordinaryMommy.com) have joined forces to write a book that helps women who are already moms (or are thinking about becoming moms in the future) learn how to take charge of the family/work balance by starting their own businesses. As more women become "mompreneurs," there is an increased need for a book that will cover all aspects of how moms can successfully start and run a business that allows them to make money, pursue a

profession, and have time to devote to the kids as well. This practical, user-friendly book will draw on Aliza and Danielle's own experiences, and their interviews with moms who've started their own successful businesses. In addition, Aliza has interviewed numerous business experts about funding for women, and the book will include valuable information about the current alternative sources of funding for female entrepreneurs. Also, in sidebars

throughout the book, Aliza will address women who don't have children yet but are planning for it down the road and want to know how to combine having a family with running their own business. Against All Odds, a Mother Dedicates a Lifetime of Excellence to Deliver Unmatched Results.

A Novel

**The Art of Raising a Business and a Family at the Same Time
Stay Sweet**

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Venture Mom

A Career Guide for the Acting Life

A Roadmap for Career Women

Transitioning to Stay-at-Home Moms

The Actor's Business Plan is a self-directed practical guide for actors graduating from formal training programs, as well as for those already in the business whose careers need to move ahead more successfully. Using the familiar language of acting training, the book offers a method for the achievement of dreams through a five-year life and career

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plan giving positive steps to develop a happy life as an actor and as a person. It assists performers to flourish using the same kind of business/career planning that is a necessary part of life for entrepreneurs and business people. This introduction to the acting industry provides essential knowledge not only for how the business actually works, but also describes what casting directors, agents, and managers do, demystifies the role of unions, discusses how much things cost, and offers advice on branding and marketing

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strategies. It differs from other such handbooks in that it addresses the everyday issues of life, money, and jobs that so frequently destroy an actor's career before it is even begun. While addressing NYC and LA, the guide also gives a regional breakdown for those actors who may wish to begin careers or to settle in other cities. It is loaded with personal stories, and interviews with actors, casting directors, and agents from throughout the US. The Actor's Business Plan is the answer to the common complaint by students

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that they were not taught how to negotiate the show business world while at school. It is the perfect antidote for this problem and can easily fit into a ten or a thirteen-week class syllabus. Offering support as a personal career coach, empowering the actor to take concrete steps towards their life and career dreams, *The Actor's Business Plan: A Career Guide for the Acting Life* is a must-have book for actors who are determined to be a part of the professional world .

Owners of beloved dogs will universally agree

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that, sometimes, it seems their pet understands everything that is being said around them. In this fantasy, Chipper provides some answers to the question: What adventures might a dog have if he could actually read words and understand what is being said by those nearby? Sit down and shake a paw with this special canine as he grows from a clumsy pup to a crime-stopping member of the local police force. Along the way, he learns to read. He is dog-napped, injured and almost euthanized. He becomes a

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dog who counsels other dogs...and he uses a special computer to tell the story of his adventures. Join Mary Anne and Chipper, together with their good friend Monty and his dog, Maggie, as they create a training school for dogs – The Learning Lab – whose results amaze and mystify the owners of the dogs in attendance. But these undertakings can't even compare with the superlative life-lessons Mary Anne and Chipper learn from Mom and Dad and Mr. Robb, their wise and kindly neighbor. This quirky canine is sure to find his

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way into your heart. He may not be able to speak, but Chipper's waggy-tailed escapades will keep you wondering, "...and what else can this dog do?"

Ethan wanted to buy a new toy. When his mom said "No!" he decided to start his own business to make money... This is the perfect book to inspire your future entrepreneurs and teach them how to start a business step by step. Your little ones will learn how to: - Create a product or service (not just lemonade stand...) - Develop a brand - Build marketing

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strategies - Interact with and sell products to strangers - Manage their money Your children can apply these concepts and skills into their first business easily. Lessons learned and confidence built during the process will benefit them throughout their lives. Plant a seed of entrepreneurship in your children's mind with this book!

An Entrepreneur is Born! Do you need flexibility to raise your children and income for the family budget? Tired of saying "No" to your family because of finances? Do you

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desire more out of your life? Thirty five millionaire moms share their secrets. Is it possible for an average woman to be a prosperous business woman and an outstanding mom at the same time? The answer is YES! Enter the exciting world of millionaire moms and prepare to create your ideal life. Not only will you be inspired by these women's experiences, you will be equipped to move forward toward your dream life.

A Guide to Business + Baby

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Moms Mean Business

Working Mother

Millionaire Moms

Your Million Dollar Dream

How to Raise Your Family and Your Business

Without Losing Your Mind or Your Shirt

A Field Guide for Mom Entrepreneurs

There are 9 million women-owned businesses in the United States; they account for \$1.3 trillion in revenue.

American women are starting businesses at a rate twice that of men. Most of these women are also moms. What does it take to be successful as both a

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mom and as an entrepreneur? Moms Mean Business gives existing and potential mom business owners the encouragement, advice, and healthy dose of “how-to” they need. In this helpful guide, you will create a customized strategy that includes: A personal definition of success in both life and business—and the way to achieve it The tools needed to manage time and productivity when your priorities as a mom and business owner conflict A mom-friendly business plan to get you focused An approach to self-care that allows you to handle all that’s thrown your way Tips, checklists, and guidance to quickly solve the problems

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mom entrepreneurs encounter Behind-the-scenes stories and advice from well-known mom entrepreneurs make Moms Mean Business fun to read and full of that all-important “me, too!” factor. It is inspiring, motivating, and, above all, practical. Business startup advice from the former president of the Ewing Marion Kaufmann Foundation and cofounder of Global Entrepreneurship Week and StartUp America, this “thoughtful study of ‘how businesses really start, grow, and prosper’ ...dispels quite a few business myths along the way” (Publishers Weekly). Carl Schramm, the man described by The

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Economist as “The Evangelist of Entrepreneurship,” has written a myth-busting guide packed with tools and techniques to help you get your big idea off the ground. Schramm believes that entrepreneurship has been misrepresented by the media, business books, university programs, and MBA courses. For example, despite the emphasis on the business plan in most business schools, some of the most successful companies in history—Apple, Microsoft, Google, Facebook, and hundreds of others—achieved success before they ever had a business plan. Burn the Business Plan punctures the myth of the cool, tech-

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savvy twenty-something entrepreneur with nothing to lose and venture capital to burn. In fact most people who start businesses are juggling careers and mortgages just like you. The average entrepreneur is actually thirty-nine years old, and the success rate of entrepreneurs over forty is five times higher than that of those under age thirty. Entrepreneurs who come out of the corporate world often have discovered a need for a product or service and have valuable contacts to help them get started. Filled with stories of successful entrepreneurs who drew on real-life experience rather than academic coursework, *Burn the Business Plan* is

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the guide to starting and running a business that will actually work for the rest of us.

Finally! A practical guide for moms looking to work from home by starting their own Virtual Assistant business. Now that you are the boss, you need to become an expert on many things! You must be an expert on all the things that go along with running a small business: marketing, legal requirements, website development, bookkeeping, taxes, business plans...just to name a few! On top of all of that, you face unique challenges as a mom entrepreneur...How do you network and find potential clients when you

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have young kids at home? How do you find a balance between work and home responsibilities? How do you start your business on a stay-at-home mom budget? Together we will go step by step through everything you need to know both as a mom and an entrepreneur. This simple, easy-to-use manual makes starting a business a breeze in your busy life. Short, practical exercises will guide you through the steps of getting your business off the ground.

Provides information for mothers looking to start a home business, including how to find clients, write a business plan, create a blog, launch a Web site, and

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balance home and work life.

Mom, Incorporated

Pay Up

The Mom Test

Young, Successful, and Fabulous

Uplifting Stories, Endearing Photos, and the Best
Experts' Tips on the Toughest Job You'll Ever Love

Leadership Lessons from an Illiterate Mom

Ethan's BIG Business Plan

**What makes mom entrepreneurs tick? Learn
from successful CEO's on how to blend
motherhood and business so that you can fine-**

tune your self-starter skills and raise a successful company. Experts on graphic design, online sales, branding, copywriting and more offer tips and tricks to help launch your dream, keep it running and grow it into a thriving enterprise.

This book is for engineers and scientists who want to create new products that are income-producing for themselves and for investors. Learn how to sharpen your idea and turn it into a product, to conduct patent searches, complete a provisional patent application,

and prepare a business model.

This undated planner for mom entrepreneurs was created by moms with moms in mind. The Balance your Mompower Planner is designed to help you build a profitable business without sacrificing your family or self-care time. While writing The Mompreneur Manual, Chassity Parrish and Danielle Towner shared their top tips for business planning, finance, marketing, balance, time management, and self-care. The calendar helps you to put these strategies in plan form, break them down into

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smaller steps, and take daily action toward reaching big goals. It takes a special person to be an entrepreneur, but it takes a Super Mom to be a mompreneur. We spend our days thinking about our families, working to provide financially, and being hands-on while raising better than good human beings. It's natural to want to build and have some things for ourselves after giving so much of ourselves. One of the great things about being an entrepreneur is that it blesses you with something of your own and allows you to be a

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blessing to others. That is if you use the right systems and build in the right way.

Mompreneurs should be empowered to have a better quality of life, more time, and more control of their schedule. Not bogged down with even more work and stress than before.

Once you have the business, self-care, and mindset tools to build a balanced business and monetize your superpower, use the Balance your Mompower Planner to organize your plans and to make them official. If you don't have a plan and schedule your daily

actions, they won't happen. Especially for busy moms like us. Apply what you've learned about how to balance business and family, how to manage time, and how to fund your business and Balance your Mompowers. If you're a mompreneur who wants to use your time and resources in a way that supports the business and family without sacrificing your well-being, you've landed in the right place! This book guides readers through a very comprehensive, step-by-step process to produce professional-quality business plans

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to attract the financial backing entrepreneurs need, no matter what their dream.

From Boardroom to Baby

The Stay-at-Home Mom's Guide to Making Money from Home, Revised 2nd Edition

Balance Your Mompower Planner

A Guide to Creating a Successful Company and Happy Life as a Mom Entrepreneur

The Laundry List

The Actor's Business Plan

The Virtual Assistant Manual for Moms

Louise Shaffer follows her beloved novels *The Three*

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Miss Margarets and The Ladies of Garrison Gardens with an unforgettable tale of poignancy, wit, and high drama. Katie Harder and Randa Jennings live on opposite coasts, have never met, and have almost nothing in common—except that they ’ re both named after Shakespearean characters. Everything Katie has ever done or possessed—her New York City co-op, her career as a writer for a daytime drama—was given to her by her late mother, in her day a flamboyant soap opera queen. Randa, on the other hand, has escaped the trappings of a difficult past and forged a life as a single mom, juggling her work as a Hollywood business manager with the needs of her precocious eleven-year-old daughter. Life

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takes an unpredictable turn for these two strangers when they jointly inherit the century-old Venable Opera House, a stately but run-down theater in small-town Georgia. Puzzled at this peculiar legacy, Katie and Randa are at first eager to unload their white elephant. But as they spend more time in the old theater, they come to realize that a rich heritage is at stake. A line of strong women—starting with Juliet Venable in the late nineteenth century—has been responsible for keeping the grand old place up and running. In the face of huge obstacles, including a dying theater culture and their own personal struggles, these singular women have gone to drastic measures to keep the opera house in the

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family—including burying a devastating family secret that could destroy the carefully cultivated Venable legend forever. Now, as a local contractor seeks to tear down the landmark, Katie and Randa must decide not only if they want to unravel their mysterious connection to the theater and maintain its tradition but if they have what it takes to keep the Venable family legacy alive. A sprawling page-turner about maintaining family honor and lifelong dreams, *Family Acts* is Louise Shaffer ' s most powerful and assured novel to date.