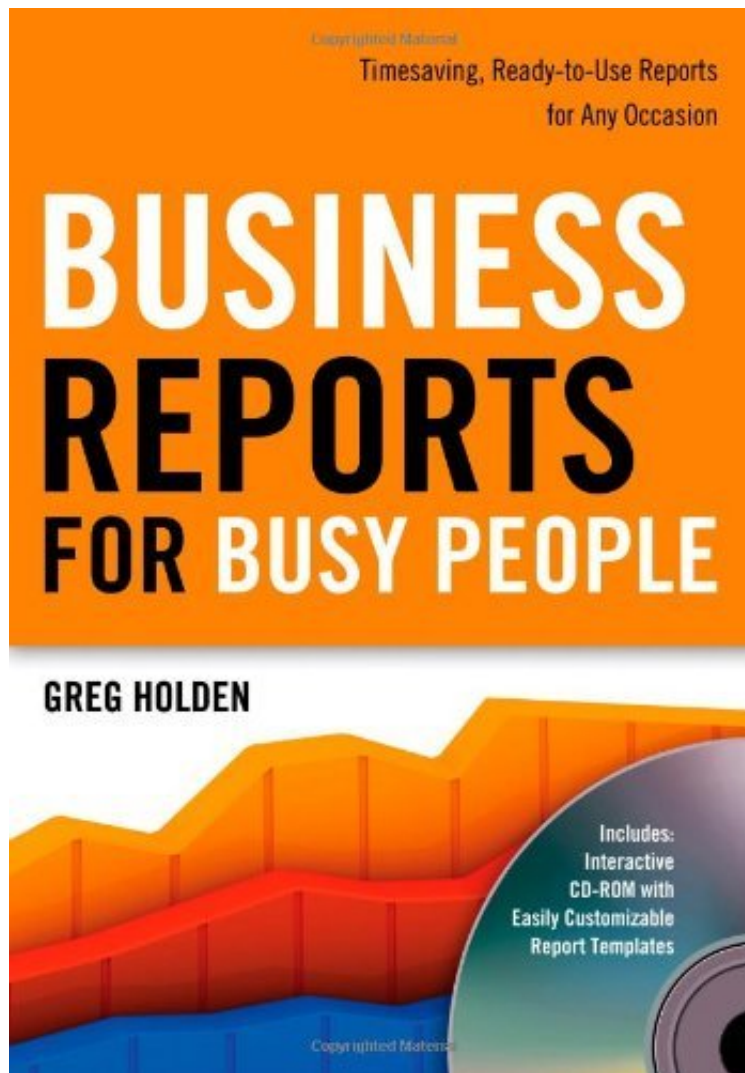


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About the Author Helping online and brick-and-mortar entrepreneurs communicate effectively has been a focus for Greg Holden since he founded his own business in 1993. His diverse list of clients includes both corporations and not-for-profits, and he has worked for universities for more than 20 years. His 40+ books on such topics as marketing, creative services, and security have sold 300,000+ copies, and his book Starting an Online Business for Dummies is in its sixth edition. His expertise, especially in the area of report writing, has helped companies and other organizations continue to operate successfully long after their start-up. Holden lives in Chicago, IL.