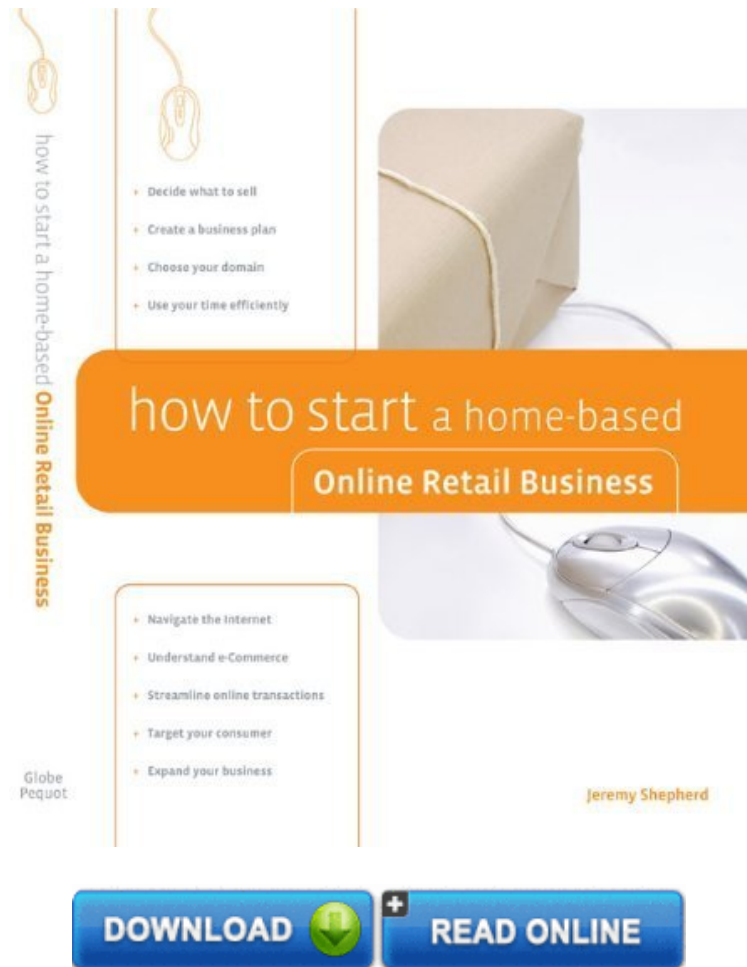


How to Start a Home-Based Online Retail Business (Home-Based Business Series)

Nicole Augenti

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Nicole Augenti : How to Start a Home-Based Online Retail Business (Home-Based Business Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Start a Home-Based Online Retail Business (Home-Based Business Series):

1 of 1 people found the following review helpful. A great start...By C. Rose This book was very helpful for me when I first started my online business. Sure, it's not going to tell you exactly what to do, but it will point you in the right direction. You will find basic information on licenses and taxes, starting a website, time management and so on. I do think this book is a little dated though. The author started his web business during the very beginning of the world wide web going mainstream, and so he wasn't up against thousands of other people who were trying to do the exact same thing. In a lot of ways, I think he had it so much easier in the mid '90s than we do today. You will need to find additional and updated information eventually - especially for marketing your business, but this book will give you a good, basic start. 0 of 0 people found the following review helpful. It's okay...By Aisha It's okay. I mean, I feel like it could have been more, but it's a great tool to help you get organized and see where to start. It has some good tips and reminders on the legalities of business start ups as well. My only thing is it's not quite up to date, but the information is still useful. I would get this book in addition to something else. It's a good supplement to another book, but not the

only one you'll need. But I guess that's not a bad thing anyway, because when starting a business we're doing tons of research and studying anyway...Oh yeah, it's short and easy to read. I think I read it in a day.27 of 29 people found the following review helpful. Warning: Very elementaryBy M. NowackiRead the book in an hour and was extremely disappointed. The author has one whole chapter devoted to how to create a home office. If you can't even figure out how to create a home office, you should NOT start a business.The rest of the first half of the book is whether to start a sole proprietorship, LLC, S Corp, C corp, and that you should get trademarks, copyrights, and proper licenses. Skip everything he says, your lawyer will give you all the advice you need.The 12th chapter is a perfect example of how disappointed I was in the author. The 12th chapter is called "Expanding your Business" and the books title is called "How to START a Home-Based Online Retail Business". Think about that for a second.The last chapter is almost comical. It is about how to keep good relationships with your friends/family and have balance in your life. If I wanted a Tony Robbins or Steven Covey book I would have bought one. I thought I was buying a book on starting an online retail business.I couldn't have been more disappointed.

All the information you need to get online and selling, from creating a winning website to writing a business plan, software choices, security issues, taking credit cards, taxes and record keeping, marketing your business, legal matters, and how to grow your business.

"[C]ombines basic start-up information with topics like the importance of bringing passion to your side business and making time for a personal life. . . . Friendly advice from the trenches."mdash;Library Journal (Starred review)