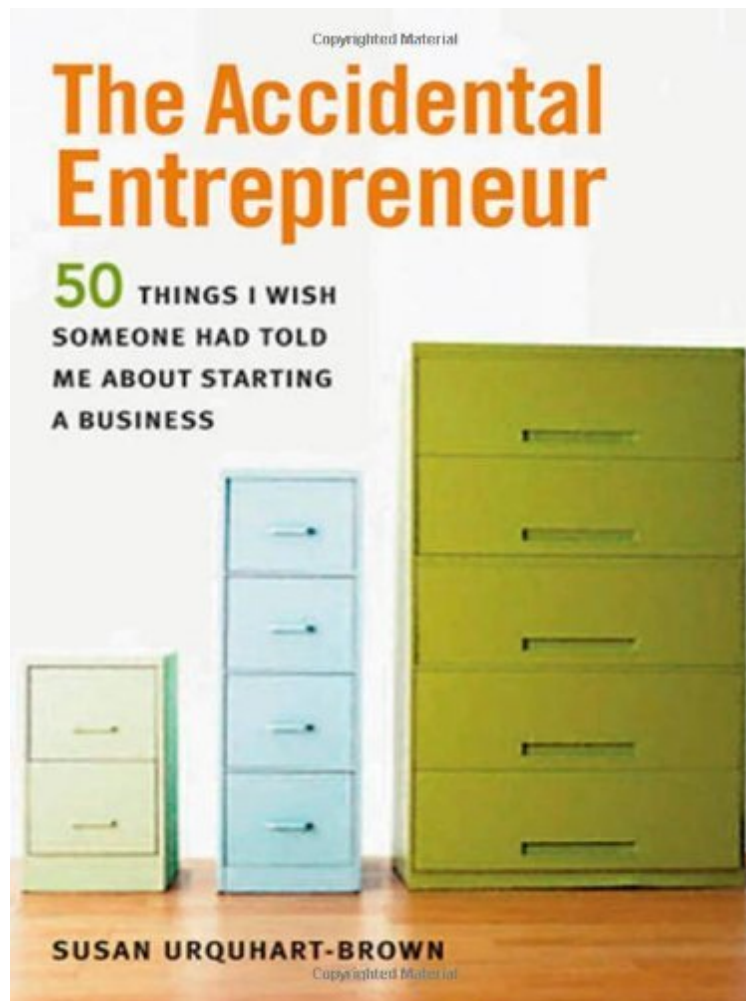


[FREE] The Accidental Entrepreneur: The 50 Things I Wish Someone Had Told Me About Starting a Business

The Accidental Entrepreneur: The 50 Things I Wish Someone Had Told Me About Starting a Business

Susan Urquhart-Brown

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Susan Urquhart-Brown : The Accidental Entrepreneur: The 50 Things I Wish Someone Had Told Me About Starting a Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Accidental Entrepreneur: The 50 Things I Wish Someone Had Told Me About Starting a Business:

0 of 0 people found the following review helpful. Pretty good book By Keith Penewit I'm planning to start a new business soon and I wanted to make sure I was covering all the bases. This book does a good job of giving you some ways to help organize your efforts when your starting a business. There are a few things I disagree with in the book, but overall, the advise in the book is helpful. I will definitely use some of the ideas from this book when I'm starting my business. There are a few things I wish were in this book that I'm still not sure about. I wish it covered more ideas for people who will be doing a consulting type business. While the author briefly discusses this type of business, it

seems like many more concepts can be covered, especially by someone who got their start in business by doing consulting themselves. I think that billing and administration may be the toughest part of the business for me and there is no advice for this area. The good things covered in this book are about general concepts about why new businesses fail and how to avoid it (or avoid going into business in the first place.) There are some good suggestions on developing big-picture plans for your business that will help you avoid these pitfalls. I will definitely refer to this book at several stages while starting my business, but there are a lot of things I will still need to figure out from other sources. 45 of 49 people found the following review helpful. FailBy VCFI hate being that one person who gives a bad review when everyone else seems to think otherwise, but the book was horrific. I had to stop reading it when I was confronted by the diagram with a circle labeled, "comfort zone". Some months later I picked it back up but it didn't improve much. If you can imagine a book about running a small business, as written by someone with zero experience running a small business, but was instead some kind of a hybrid cross between a hippie and a high school guidance counselor - this is it. (No defamatory remark toward the author intended. I don't know anything about her. That's just the vibe I got while reading it.) I bought the book thinking I was getting some insight about the art of making money and instead all I got was a bunch of obvious and painfully general advice. Throw in a few motivational fill-in-the-blank worksheets and a lecture about saving the planet for some reason, and call it a business book. If you want to map out your comfort zone and fill out a bunch of worksheets reminiscent of high school, this book is for you. If you want to learn how to make money - I'd look elsewhere. 0 of 0 people found the following review helpful. Somewhat overrated By Fer The book is pleasantly written and has some nice advice here and there. If you are new to this field, it is a nice read. There is a 1-star review pretty high up the list, and that reviewer makes some good points, however. This book is definitely not your one-stop source for starting a business and if you have read extensively in the field of entrepreneurship, you won't find much news here. So, not awful, but not fantastic either.

Like many business owners, Susan-Urquhart Brown never expected to end up as an entrepreneur. Launching her own business spoke to her passions, but she soon realized there was much more to being a successful owner than she ever expected. In *The Accidental Entrepreneur*, she takes all the mystery out of going solo. For those who are just beginning to consider starting a venture as well as those who want to take their organization to the next level, she offers advice on what works and what doesn't. With hard-won wisdom and empathy, she shows readers: **bull;** the 8 questions everyone should ask up front **bull;** the top 10 traits of the successful entrepreneur **bull;** how to obtain a license and seller's permit **bull;** the best way to create a business plan **bull;** 10 simple ways to get referrals **bull;** the 6 secrets of marketing a business **bull;** smart tips for investing and finance **bull;** ways to avoid burnout **bull;** how to avoid the 7 biggest pitfalls in business Starting one's own business should be exciting, not scary. This is the one book that will show readers how to create a successful and fulfilling venture they can be proud of.

ldquo;hellip;a must-read for its simple and encouraging tone, which takes the mystery out of running your own business.rdquo; -- Curve magazine ldquo;This is the best \$20.00 you'll ever spend on your business. Hit the business section and pick it up now.rdquo; -- www.PCB007.com About the Author Susan Urquhart-Brown (Oakland, CA) started her own company in 1995. As a business coach and mentor, she has encouraged thousands of people to build the business of their dreams. From 1998 to 2001, Susan wrote an advice column in *The San Francisco Chronicle* for entrepreneurs called, "Going Solo." Excerpt. copy; Reprinted by permission. All rights reserved. INTRODUCTION WHAT IS AN ldquo;accidental entrepreneurrdquo;? The answer is: a person who never expected to be self-employed or thought of herself or himself as an entrepreneur. An accidental entrepreneur is not a born or natural entrepreneur, or even someone who is comfortable, at first, selling products or services. Accidental entrepreneurs don't set out to be entrepreneurs; rather, they find themselves working on their own by chance or reluctant choice, and only gradually come to find that they enjoy it. At that point, they realize that they need to learn what they don't already knowdash;everything they can, in factdash;in order to make their business a success. Here are a few examples of accidental entrepreneurs: **bull;** A communication specialist takes a retirement package, and a few months later she agrees to do a project for her former boss. The boss, enthused about the specialist's work, recommends her to someone in another company. Soon she is working on projects for three companies. One day it dawns on her that she has a consulting business. This is fine with her. But so far this work came strictly through referrals. How can she market herself to other companies? **bull;** An engineer has not been able to find work in the high-tech industry and needs money to pay his mortgage. He takes a substitute-teaching job at a not; local school and discovers that many of his students need tutoring in math. He starts an after-school tutoring program and discovers that he really enjoys working with students, especially those who are math-phobic. He not; realizes that he could build a business around this. But how? **bull;** A therapist, counselor, or coach finds herself enjoying working one-on-one with clients and wants to build a private practice. She keeps her ldquo;day jobrdquo; while slowly developing a referral base. At some point, she knows she wants to do this work full-time, but she doesn't have enough clients to support herself to this degree. What steps does she need to take in order to accomplish this goal? **bull;** A corporate refugee has a vision of living a quieter life, away from the city and the long commute. She manages to move with her husband to a small

tourist town. However, this new area offers very few well-paying jobs. The couple realize that they need to make their living on their own, and decide to open a gift store, although neither of them has any retail not; experience. They decide to invest their savings in this store. What do they need to learn in order to make the store a moneymaker and to keep its doors open over time? In all these cases, and many more like them, the decision to be an entrepreneur comes about gradually, as events change, priorities shift, and the need to make a living creates new needs and new possibilities. In almost every one of these cases, there's a lot to consider before just jumping in, if the business is to get off the ground and keep on going. Passion and motivation are the first considerations. Entrepreneurship is like running a marathon. You might run to lose weight, to get in shape, to prove you can do it, or for a cause. These are all good reasons. But do they have sticking power? Is your heart really in it? Before you take your first running step, it would help to ask yourself, "Why am I doing this?" If your answer is, "Because I'm enthusiastic and passionate about it," then you will have a good chance. When your heart is truly connected with your goal, then you are willing to train, to run, to move past your obstacles, to reach the finish line, and to celebrate your success—and then do it all over again! (The next time, however, you can learn from your mistakes and get to the finish line faster). You may begin your entrepreneurial career by accident, but it's important to make this move intentional as soon as possible. For only once it becomes intentional will you give your business the kind of care it needs, and make it possible for it to give back to you the kind of profit and enjoyment you hoped for in the first place. Being an entrepreneur is far more creative than doing a job for someone else. Your business is a reflection of who you are and what you're passionate about, as well as the unique expertise you have to offer the marketplace. If you are a sole proprietor—or, as I like to say, a "SoloPreneur"—you make all the decisions, you do most of the work, you solve the problems, you take the heat when things go wrong, and you bask in the glory when things go right. It's exciting and scary, but you are doing what you love.

How to Use This Book I wrote this book so that everyone whose heart's desire is to have a successful business has the opportunity to create, sustain, and grow the business that best fits their expertise, passion, and the needs of their perfect clients or customers. This book is for entrepreneurs who have from zero to twenty employees. This book will boost your confidence and give you the tools and techniques to reach your goals, one step at a time, as well as stories and practical tips from entrepreneurs who have taken the leap and have successful businesses! The book can be digested in bite-sized pieces. Look at the table of contents, then turn to the section that interests you most. Read one whole section at one sitting, or just read one chapter. Do one exercise. Prioritize the ideas, tools, or techniques that fit your business strategies and that you would like to implement. Apply the ideas directly to your business. Then add them to your action-item list or business plan. In other words, this book is designed to be useful, practical, accessible, and encouraging, and, most of all, to guide you from being an accidental entrepreneur to being an intentional entrepreneur with a thriving business.