

Start-up Book Targeted to the Largest Segment of the Business Book Market—the “Dreamers”

Why this book is timely:

A tough job market and a rebounding economy are contributing to the historic growth rate in new small businesses. People are craving self-reliance as the illusion of job security crumbles. A recent study quoted in the *Wall Street Journal* revealed that over 60% of Americans surveyed are dreaming of owning their own business.

Why this book is important:

According to *Fortune Magazine*, over six million people start a business each year. The vast majority of new business owners have little experience starting or running a business. An important tool in their preparation process is research done in the local bookstore. Among the other options on the shelf, this book stands out as a comprehensive, concrete and concise resource.

Why another business start-up book:

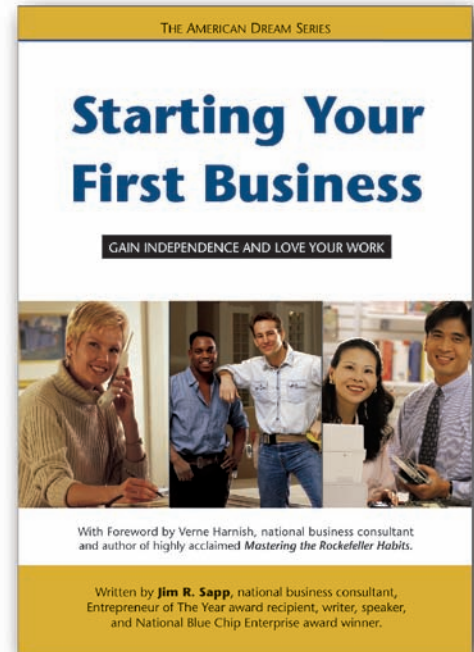
Unlike many others, this book is targeted precisely to the particular needs of novice entrepreneurs. Some books are merely inspirational. Some cover one topic in great detail. This book combines the best of both, offering practical instruction along with confidence-inspiring stories and critical, follow-up resources.

Why this book is what “dreamers” are looking for:

It combines real world, how-to advice with realistic case scenarios to help readers visualize the implications of each action. This book also includes comprehensive coverage of key issues, including business planning, financing, and marketing. Worksheets available on the author’s website customize the learning experience.

Why this book will sell:

- Aggressive, national publicity campaign focused on startup, entrepreneur, and small business media outlets—print, radio, and internet
- Mr. Sapp’s high visibility in authoring many newspaper and magazine columns and articles, and his involvement as founder and director of the American Small Business Institute
- Mr. Sapp’s experience, credentials, and awards are convincing
- It is the first installment of a series of three business titles by the author
- Nationally respected names in business, publishing, and finance endorse it
- It speaks directly to the largest segment of the business book market—the “dreamers”



Title: *Starting Your First Business: Gain Independence and Love Your Work*

ISBN: 0-9748781-0-3

LCC#: 2004090366

Publisher: Rylinn Publishing, LLC, Indianapolis, IN

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Page count: 280, 5 sections/21 chapters, business glossary, and resource section

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Price: \$17.95 USA

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Website: www.sappbiz.com

Category:
Business
Business Startups
Small Business
Entrepreneur

An expert, an entrepreneur, a winner, and a leader—

JIM R. SAPP is a national business consultant, highly respected speaker, columnist, and educator. In 1996, Mr. Sapp was selected to attend the prestigious “Birthing of Giants” (a 3-year graduate program for entrepreneurs, sponsored by MIT, *Inc.* magazine, and the Young Entrepreneurs Organization). In 2002, Mr. Sapp received a leadership award from the Stanley K. Lacy Leadership Association.



The August 1992 cover story of *Indiana CEO* magazine identified Mr. Sapp as “Striking Oil in the Franchise Field.”



Entrepreneur of the Year award winner and Blue Chip Enterprise citation winner.



Founder and director of the American Small Business Institute, a nonprofit organization devoted to nurturing small businesses through education and referrals to lending and leasing institutions.

Comprehensive and practical—written for the aspiring entrepreneur who is looking for sound, proven advice

Starting Your First Business

GAIN INDEPENDENCE AND LOVE YOUR WORK

Back cover marketing statement –

Entrepreneurs are not born, they are developed. Success does not come from brilliant ideas—it comes from hard work, perseverance, and knowing what to do and when to do it. If you have the desire to put your effort and resources into something you love, and to reap the rewards on your own terms, then this book can help you. It has been created specifically to give you the tools and advice you need to develop your skills as a new entrepreneur. In it you will learn:

- How to lay the groundwork before you get started
- How to structure your company to protect your assets
- Where to find the start-up money you need
- How to hire and manage employees
- Sales and marketing techniques
- How to choose the right financing and manage your cash

Packed with resources and filled with real business examples, this book will shorten your learning curve by years. Realistic case studies show you step by step how each decision is made and the results of both good and bad ones. Worksheets available on the author's website allow you to customize the information for your own business. *Starting Your First Business* will empower you.

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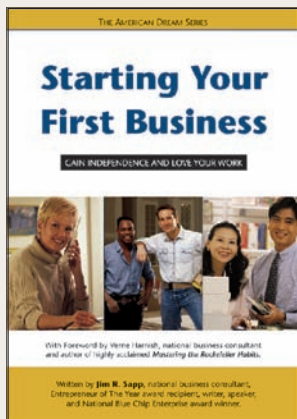
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