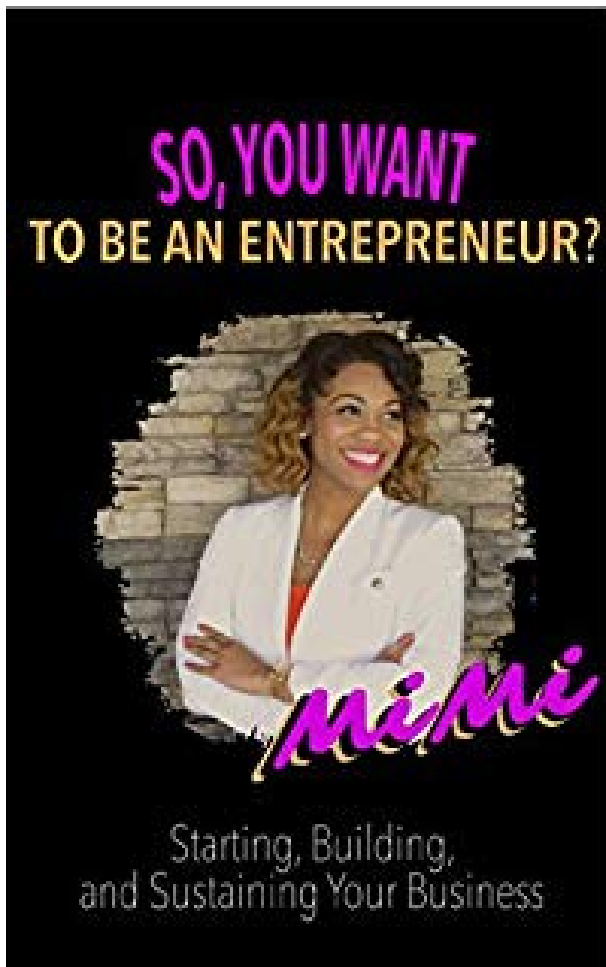


So, You Want to Be An Entrepreneur?: Starting, Building, and Sustaining Your Business



Goodreads Rating:	5.00
ASIN	B01M9G049T
Genre:	Uncategorized
Language	English
Author:	MiMi Q. Atkins
Published:	November 7th 2016 by Glitter Moon Press
Pages:	41

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Are you having thoughts about quitting your career or job and becoming an entrepreneur? If so, you're not alone. Studies show over 50% of Americans want to start a business, and with the advancements in technology and the often televised and highlighted success of budding young entrepreneurs like Mark Zuckerberg (the Founder of Facebook) and Shark Tank (a television show where contestants compete for millionaire sponsorship) being your own boss seems readily tangible and attainable. Concepts such as knowing your personality, talents, and skills can help find the perfect niche for your business. This book also explores identifying three phases in entrepreneurship: starting, building, and maintaining your business and the facets in between to keep your business mindset flowing such as: strategizing, partnering, branding, networking, and marketing. But before you do all that, there is one major component of entrepreneurship you must obtain, and it is something money can not buy.