



Make Your Business Survive and Thrive!: 100+ Proven Marketing Methods to Help You Beat the Odds and Build a Successful Small or Home-Based Enterprise

By Priscilla Y. Huff

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If you're an entrepreneur, or you're just thinking of starting a business, start with this smart, practical guide to small business success. It shows you how to maintain healthy growth and profits—no matter what kind of business you own—and helps you get the most out of your limited resources. Grow your business and get on the fast track to success.

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Editorial Review

Review

Business writer Priscilla Huff shows how any business, regardless of size, can grow at a healthy pace and continue to be profitable. She explains how to pick the right business to get into, how to put together a solid plan and adhere to it, how to find and keep your best customers, and how to manage your own time and money. Additionally, Huff provides instruction in the techniques of effective marketing. She provides a crash course in taking your business online. (*Fort Worth Star-Telegram* (Texas))

From the Back Cover

Put your business on the fast track to success!

If you're an entrepreneur, or just thinking of starting a business, start with this smart, practical guide to small business success. In *Make Your Business Survive and Thrive!*, Priscilla Huff shows you how to maintain healthy growth and healthy profits—no matter what kind of small business you own. You'll get the most out of your limited resources when Huff shows you how to:

- Choose the right industry or niche
- Develop and stick to a great business plan
- Pick a great name and location
- Manage your time and your responsibilities
- Master essential marketing principles that will get you noticed
- Identify your ideal customers and markets
- Grow with smart financing and money management
- Balance the books and pay taxes on time
- Take your business online and grow even more

Make Your Business Survive and Thrive! gives you the inside advice you need to take your business to the next level of success. It guides you past the challenges and trials that every small business owner faces and arms you with the confidence and knowledge to achieve the one goal all entrepreneurs share—growth!

"Every entrepreneur should add this book to their business plan. With Huff's wise guidance and practical tips . . . it offers everything needed to build a profitable venture."

—Ellen H. Parlapiano and Patricia Cobe, founders of MompreneursOnline.com

"Helps take the guesswork out of starting, building, and maintaining your small or home-based business. It's packed with thousands of resources and takes you by the hand like your own personal coach."

—Kim Essenmacher, consultant and founder of SmallBizpreneurs.com

"Practical, easy-to-implement ideas and techniques you can put into action immediately."

—Jim Donovan, author of *Handbook to a Happier Life*, www.jimdonovan.com

About the Author

Priscilla Y. Huff is a business writer and author of articles and books on small and home-based businesses,

with a particular focus on issues important to women entrepreneurs. She has written for such print and online publications as Home Business Magazine, Small Business Opportunities, and Fortune Small Business.

Users Review

From reader reviews:

Richard Rhone:

Exactly why? Because this *Make Your Business Survive and Thrive!: 100+ Proven Marketing Methods to Help You Beat the Odds and Build a Successful Small or Home-Based Enterprise* is an unordinary book that the inside of the guide waiting for you to snap the idea but latter it will zap you with the secret this inside. Reading this book alongside it was fantastic author who also write the book in such awesome way makes the content inside of easier to understand, entertaining way but still convey the meaning completely. So , it is good for you because of not hesitating having this nowadays or you going to regret it. This unique book will give you a lot of positive aspects than the other book get such as help improving your expertise and your critical thinking method. So , still want to hold up having that book? If I were being you I will go to the reserve store hurriedly.

Nancy Tandy:

Do you have something that you like such as book? The e-book lovers usually prefer to opt for book like comic, small story and the biggest you are novel. Now, why not seeking *Make Your Business Survive and Thrive!: 100+ Proven Marketing Methods to Help You Beat the Odds and Build a Successful Small or Home-Based Enterprise* that give your satisfaction preference will be satisfied by means of reading this book. Reading practice all over the world can be said as the opportunity for people to know world far better then how they react towards the world. It can't be stated constantly that reading habit only for the geeky man or woman but for all of you who wants to possibly be success person. So , for all you who want to start reading as your good habit, you are able to pick *Make Your Business Survive and Thrive!: 100+ Proven Marketing Methods to Help You Beat the Odds and Build a Successful Small or Home-Based Enterprise* become your starter.

Jeanie Hynes:

The book untitled *Make Your Business Survive and Thrive!: 100+ Proven Marketing Methods to Help You Beat the Odds and Build a Successful Small or Home-Based Enterprise* contain a lot of information on it. The writer explains the girl idea with easy approach. The language is very simple to implement all the people, so do definitely not worry, you can easy to read it. The book was published by famous author. The author will bring you in the new period of literary works. You can easily read this book because you can read on your smart phone, or gadget, so you can read the book with anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site and also order it. Have a nice go through.

Arlene Miller:

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