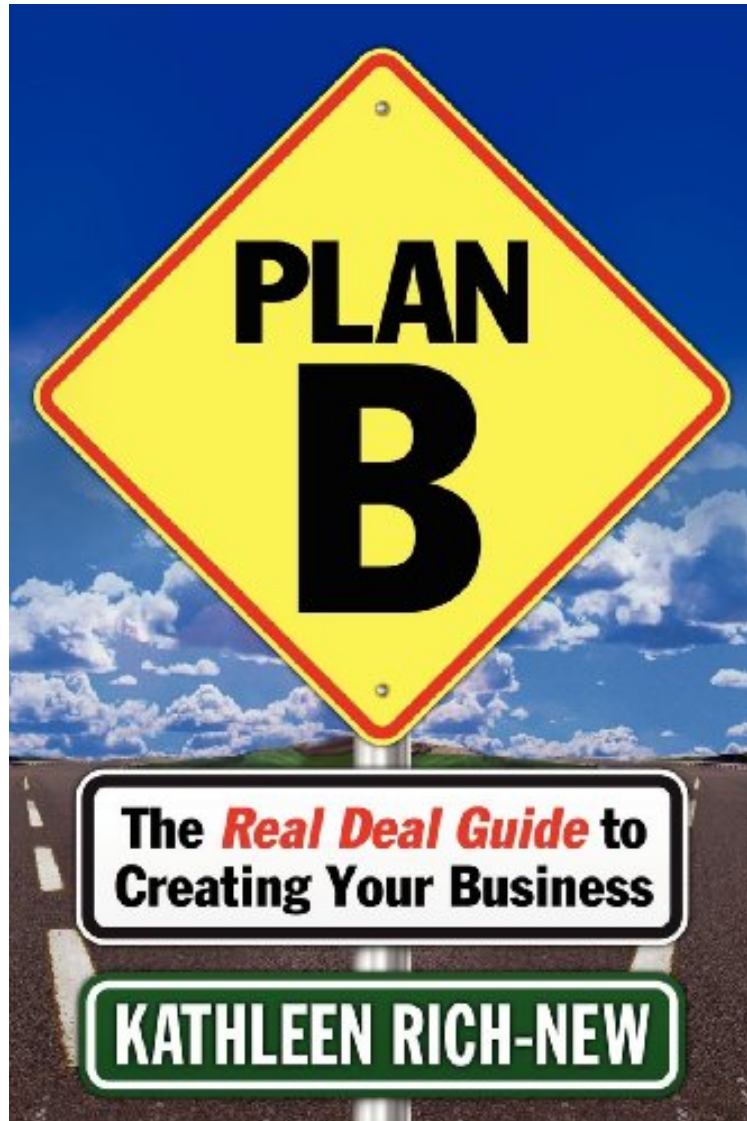


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Plan B: The Real Deal Guide to Creating Your Business

Kathleen Rich-New

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Kathleen Rich-New : Plan B: The Real Deal Guide to Creating Your Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Plan B: The Real Deal Guide to Creating Your Business:

1 of 1 people found the following review helpful. Wonderful book!By SmeeksThis is a must read for every current or future business owner! It concisely highlights the twists and turns of creating your own business from scratch.2 of 2 people found the following review helpful. EXCELLENT!By LisaBI thoroughly enjoyed reading the entire book! Having been through the process of starting a business, that ultimately failed, I found it very informative, interesting and motivational.I really thought you did an excellent job with the content of this book and will be suggesting my

brother read it! He has been talking about starting a business for years but doesn't have the tools to get him started. Your book will definitely give him direction, and perhaps he will finally make a decision on whether or not it's something he really wants to do. I'm sure your book will be a huge success!

1 of 1 people found the following review helpful. Like pre-marital counseling

By Anne New Brown Kathleen's PLAN B reminds me of pre-marital counseling. You've found just the right partner and then someone wants you to take a look at the future and ask yourself a lot of questions. Anyone who enters into that counseling properly will come out on the other side either without the partner or in a stronger relationship, ready to move into the next phase. Kathleen is your counselor, examiner, cheerleader and researcher. She has "been there and done that" on every page of the book, so she knows what she is talking about. I am the victim of a down-sizing of hours and benefits and looking at starting a commercial embroidery business. Kathleen's book has been enormously helpful.

In an easy-to-read format, Plan B helps you determine how to create a Plan B business that fits your skills, interests, and preferred work lifestyle. You will learn the four ways to create an income when there aren't any jobs available or any jobs that interest you. Filled with stories of successes and failures, you learn the good, the bad, and the ugly about each of the business models. For the first time, you will learn what it takes to succeed in business and be able to get out of job jail.

"No hype or theory here. Plan B gives you the good, the bad, and the ugly about the four ways to create a business. Kathleen offers you the secrets most new business owners don't know until it's too late. You learn what lies ahead so you can start with your eyes wide-open." -Joe Pici, Speaker, Trainer, Author Sell Naked on The Phone

"As a long-time promoter of strategic and tactical planning, I have always advocated the need for a "Plan B" (and, sometimes, a Plan C and a Plan D), I am delighted to recommend Kathleen's Plan B book. It is chock full of practical ideas for making your business dreams come true. Buy it; study it, and don't lend it out." -George Morrissey, Author Creating Your Future: Personal Strategic Planning for Professionals and Morrissey on Planning.