



The 30 Second Commute

Beverley Williams, Donald Cooper

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A three-part plan to help you create a booming business

Nearly 25 million Americans operate a registered home-based business--and those numbers are growing every day. In *The 30-Second Commute*, leading home business experts Beverley Williams and Don Cooper tell you everything you'll need to know, from determining potential markets to securing financing and developing a marketing plan.

Every vital business and personal issue is covered--how to choose the right business, strategies for overcoming lifestyle and family issues, tips for making the business successful, and more. Organizing the subject into three essential topics, this action-based book covers:

- Part I--Techniques for determining what business is right for you
- Part II--Nuts-and-bolts issues: securing financing, setting up a work space, and more
- Part III--Strategies for conquering problems unique to home-based businesses

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