

The One Hour Content Plan The Solopreneur's Guide

The 12 Week Year Brian P. Moran, Michael Lennington. 2013-05-15 The guide to shortening your execution cycle down from one year to twelve weeks Most organizations and individuals work in the context of annual goals and plans; a twelve-month execution cycle. Instead, The 12 Week Year avoids the pitfalls and low productivity of annualized thinking. This book redefines your year to be 12 weeks long. In 12 weeks, there just isn't enough time to get complacent, and urgency increases and intensifies. The 12 Week Year creates focus and clarity on what matters most and a sense of urgency to do it now. In the end more of the important stuff gets done and the impact on results is profound. Explains how to leverage the power of a 12 week year to drive improved results in any area of your life Offers a how-to book for both individuals and organizations seeking to improve their execution effectiveness Authors are leading experts on execution and implementation Turn your organization's idea of a year on its head, and speed your journey to success.

The Solopreneur's Guide to Scaling Up A Startup Dr. Larry Gamboa. Learn to Scale Up All startups either die or scale up within the first five years of their existence. This book will help you not only survive these crucial years as a solopreneur but also thrive and scale up. Learn how to take your business to the next level and become a maven solopreneur—an expert in his field who seeks to share his knowledge with others, not alone but with others of the same caliber. This book will teach

you valuable tools and insights to help you scale up your startup. Learn how to: • Create wealth by embracing and focusing on your calling • Break down you calling into a framework and create millions • Monetize your calling, reproduce it, and share your expertise • Shift from old economy myths that hinder your success to new economy truths that will help you grow • Create a system that people can follow, train from, and implement • Package your business intelligently • Create membership sites using an effective template In this book, Dr. Larry also shares how he combined real estate investing and Internet marketing to generate a million pesos in twelve months by building five income streams using one strategy that you can apply to your own business. With the growth of the Internet, the playing field is leveled so that anyone with an idea can create it, campaign it, and cash in on it. This book will help you use the digital world to your advantage by creating effective digital products. Learn the nine steps to creating anything—a big picture outline that you can use to package and deliver wisdom and information whether it is a membership site, an audio, an e-book, a white paper, or a keynote speech. There has never been a better time for maven solopreneurs to thrive and leverage the power of digital technology than now. It's time to scale up your business startup! Use this book to learn boldly, love openly, and make a difference today.

Own Your Niche Stephanie Chandler.2012-01-31 Own Your Niche brings authenticity back to internet marketing, teaching you how to showcase your business with practical, easy-to-use strategies that you can implement yourself. Also included are interviews with successful service-based business owners who share how they have built their audiences and created successful enterprises. If internet marketing sounds intimidating to you, or you've gotten started but need more guidance, this book can remove the fear and give you the solutions you need to achieve your goals. Own Your Niche is ideal for consultants, coaches, freelancers, health and wellness professionals,

attorneys, doctors, authors, professional speakers, financial advisers, and other service-based businesses.

24 Assets Daniel Priestley.2017-05 In every industry, there are companies that take off. They effortlessly hire talented people, attract loyal customers, create cool products and make lots of money. These companies seem to stand out and scale up quickly with support from investors, partners and the media. Sadly, most companies don't perform this way. Most entrepreneurs aren't building anything of value. They work hard, make sacrifices, struggle, dream, plan and strive, but in the end, it doesn't pay off. This book sets out a method for building a business that becomes a valuable asset. It focuses you on transforming your organisation into something scalable, digital, fun and capable of making an impact. It's time to, stand out, scale up and build a business that has a life of its own. Start now by reading this book.

Job Escape Plan Jyotsna Ramachandran.2015-04-23 You can escape your boring 9 to 5 job in 6 months or less! How many times have you felt like quitting your monotonous day job? Have you ever felt that you should be following your heart and doing something better? Are you yearning for the freedom to do what you want, when you want and from wherever you want? Then, why are you still working for somebody else? The answer is simple. You are scared of the consequences of quitting your job. You are worried about your financial security. You are not sure if your business idea would work. Most entrepreneurs would advise you to just leave your job and start your dream venture. Wish life was that simple! But this book would advise you to reverse the equation. Why quit your job and then start your business? Instead, this book suggests you to first start your home-based business, generate a steady passive income from it and then comfortably quit your job. Doesn't that sound more doable? Job Escape Plan is your ultimate 7 Step guide to quit the rat race! In this book

you'll learn how to: Design your dream lifestyle Develop the entrepreneurial mindset Choose the perfect niche for your home-based business Prepare yourself for the transformation from an employee to an entrepreneur Select the perfect online platform to launch your business Grow the business & quit your job within 6 months Includes the interviews and success strategies of top online business owners like Andy Dew, Alex Genadinik, John Lee Dumas, Nick Loper, Rob Cubbon, Steve Scott and Stefan Pylarinos!

The One Hour Content Plan by Meera Kothand (Summary) QuickRead, Lea Schullery. Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. Learn the Solopreneur's guide to a year's worth of blog post ideas in just 60 minutes and learn to create content that sells and hooks. Imagine what it would be like to never run out of blog post ideas. How would your blog and business change? Imagine knowing exactly what to create, when to create it, and what results it would drive. Imagine if your offers became seductive magnets of yes! that readers couldn't resist. In today's world, content creation is becoming more important than ever for businesses and bloggers, but what's the secret to creating content that sells? Throughout The One Hour Content Plan, you'll learn the following: - Three core ways to instantly generate content ideas with ease. - The 5 types of content that will turn your reader into a buyer. - The fastest way to determine your brand voice so that you create content that fits you. So if you want to learn all this and more, keep reading to learn how you can use the one-hour content plan to help you generate countless ideas. Discover how you can generate a full year's worth of traffic building and sales-boosting content ideas in just 60 minutes or less.

[Food Blogging For Dummies](#) Kelly Senyei. 2012-03-08 Bloggers and foodies everywhere will want

this full-color book The only thing better than cooking and eating is talking about it! Combine your two loves—food and blogging—with this ultimate guide for food bloggers everywhere. Food Blogging For Dummies shows you how to join the blogosphere with your own food blog. This unique guide covers everything: how to identify your niche, design your site, find your voice, and create mouthwatering visuals of your best recipes and menus using dazzling lighting and effects. You'll learn how to optimize your blog for search, connect with social media, take your blog mobile, add widgets, and much more. Walks you through the technicalities of starting your own food blog Explores what you need to consider before your first post ever goes public Shows you how to create lip-smacking food visuals using special lighting and clever effects Explains SEO and how to make sure your site and recipes are searchable Goes into social media and how to use it effectively with your blog Here's everything you need to know about food blogging.

The Win Without Pitching Manifesto Blair Enns.2018

Starting a Business QuickStart Guide Ken Colwell PhD, MBA.2019-02-25 THE ULTIMATE BEGINNER'S GUIDE TO STARTING A BUSINESS! Have you ever dreamt of starting your own business and living life on your terms? This book shows you EXACTLY what you need to know to stand out from the crowd! Do you have an idea for an amazing product or service but you aren't sure how to build a business around it? Then you NEED this book. Buy now and start reading today! Are you a current business owner who struggles to identify your customers and deliver true world-class value? Everything you need to know is included in these pages! Do you want to build your hobby business into a fully-fledged venture that will help you build the life you deserve? Then you NEED this book. Buy now and start reading today! The most comprehensive guide ever developed for starting and growing a business! In the highly competitive world of business, what makes or breaks

a new entrepreneur? Sourced from over twenty years of firsthand experience working with entrepreneurs, new ventures, and high-growth startups, author Ken Colwell, PHD, MBA has the answers. In his comprehensive Starting a Business QuickStart Guide, Ken Colwell concisely presents the core fundamentals that all new entrepreneurs need to know to get started, find success, and live the life of their dreams. Business and entrepreneurship students, small business owners, managers, and soon-to-be entrepreneurs will all find a wealth of value within the pages of the Starting a Business QuickStart Guide. From the very first steps conceptualizing your venture to winning your first customers, delivering value, and turning a profit, this book acts as an invaluable blueprint for your path to entrepreneurial success. Colwell's clear voice, extensive experience, and easy-to-understand presentation come together to make this book a must-have resource in the library of every budding entrepreneur! Starting a Business QuickStart Guide is Perfect For: - Would-Be Entrepreneurs With a Ton of Passion! - Entrepreneurial Students of All Ages! - Beginners with Zero Prior Experience! - Managers, Business Owners, and Decisions Makers Growing into a New Role! You'll Discover: - The Difference Between an Idea and an Opportunity! - What Makes an Entrepreneurial Opportunity Great! - The Very First Steps You Need To Take To Get Your Venture Off The Ground! - Pricing, Competition, Customer Identification, Marketing, and Distribution Demystified! - The REAL Components of an Entrepreneurial Mindset! - Exactly How To Craft Your Value Proposition! - How to Write a Comprehensive Business Plan! ****LIFETIME ACCESS TO FREE EDUCATIONAL RESOURCES****: Each book comes with free lifetime access to tons of exclusive online resources to help you become a better business owner including: - Business Plan Checklist & Presentation Blueprint - Layers of Business Taxation Cheat Sheet - Elevator Pitch Template & Tips - And Many More! ***GIVING BACK**: * QuickStart Guides proudly supports One Tree Planted as a

reforestation partner. *CLASSROOM ADOPTION:* Teachers and professors are encouraged to contact the publisher for test banks and classroom presentation materials.

Money-Smart Solopreneur Laura D. Adams. 2020-09-22 Build Your Business and Your Financial Future As a solopreneur, you can reinvent the way you work with much more freedom, fun, and financial security. There's never been a better time to earn more money by starting a full- or part-time solo venture. But being your own boss can be a challenge or feel scary when you don't have a roadmap. In Money-Smart Solopreneur, Laura D. Adams answers questions every aspiring and new entrepreneur has about creating a business and building a secure financial future. It's a complete guide for what to do, critical mistakes to avoid, and how to start a solo business without taking too much risk. You'll get answers to these common questions: Can I get started without any filings or paperwork? Do I need a business bank account? How can I budget and reach goals with an irregular income? What business entity is best? When should I incorporate? How do I protect my intellectual property? When do I need an accountant? How can I figure out how much to charge clients? What tax deadlines am I required to meet? Do I need a business license? When should I leave my day job? Which tools are worth paying for? No matter if you're a freelancer, independent contractor, or side-hustler in the on-demand economy, you'll get essential knowledge, tools, and inspiration to live a successful solopreneur life. Laura D. Adams demystifies how to start and build any solo or small business. She covers legal, financial, and tax issues you must know to stay out of trouble. Her upbeat tone and approach for managing variable income, using an automatic money system, and creating a self-employed benefits package are just a few gems you'll discover. Laura's smart tips and chapter exercises include refreshing strategies for earning more, managing the unexpected, and reaching financial goals. You'll come away empowered to build your full- or part-time solo business and create

long-lasting financial security. After reading Money-Smart Solopreneur, you'll be able to: Earn full- or part-time self-employed income with confidence. Refine your business and brand vision. Evaluate the pros and cons of working as a solopreneur. Create a strategy to exit a day job by building a business on the side. Turbocharge your productivity using pro tips. Create a financial safety net and leapfrog to the life you want. Organize and legally protect your business using simple techniques. Set higher rates, create better proposals, and negotiate wisely. Save money by operating a home-based business. Set up an automatic money system to achieve goals and build wealth.

The Profitable Content System Meera Kothand.2019-09-19 Are you scrambling to fill your content pipeline week after week with little to show for it in terms of results? No subscribers. No brand authority.No shares. Do you wish you had a yearly plan for your content based around your products and services-one that helps you create content that doesn't just languish on your blog's virtual shelves but that actually brings you sales? Do you desperately desire a content workflow that doesn't seem crazy overwhelming? If you think your content does nothing for you and that it's a waste of time... If you've been leaving the return on investment from the time you've spent creating content to chance or luck, then you could use the Profitable Content System! If you offer products or services and want to create content that directly drives sales, this book will be right up your alley. Here's what's packed in this how-to guide: How to strategically create an array of content pieces that make your products and services fly off your virtual shelves. This ONE framework is all you need to seamlessly move your subscriber through his/her purchasing journey. The 8-step system that brought in \$14,000 in sales and how you can replicate that for your own business. Why content repurposing has NEVER worked for you and the minimum viable repurposing method that will change that. Grasp the ins-and-outs of how to map out and launch your own profitable content

campaigns to skyrocket your business (no more confusion; just an actionable plan for results). Marketing blueprints that you can follow (examples for service-based, coaching, and digital-product businesses). Imagine delivering the right type of content that not only delights your audience but also leads to your Stripe and PayPal accounts pinging with joy... Imagine having the confidence that comes from knowing that every month will be a solid four- or five-figure month even when you do minimum viable promotions... That's the power of a profit-driven method of content planning. It'll radically change how you approach content and plan your business. Ready to discover a system that supercharges the content you create and ties it directly to revenue? Then scroll to the top and click or tap Buy Now. You don't just want random content pieces. You want sales. You'll learn how to harness the Profitable Content System to deliver those in abundance.

The Solo Thought Leader: From Solopreneur to Go-To Expert in 7 Steps Diego Pineda.2022-03-04
The Solo Thought Leaders decodes the secrets that successful entrepreneurs have used to become thought leaders and make a lasting impact in their industries. Don't just be better than the competition. Be the only one.

The Aspiring Solopreneur: Your Business Start-Up Bible Kris Kliver.2019-08-27 It has never been easier to start your own business. But avoiding the many pitfalls can be a challenge. As a solopreneur, you need to think not only as an employee but also as an investor, manager, salesperson, bookkeeper, and more. But it is worth it. If you're aspiring to be in control of your life and willing to do the research to successfully transition to your ideal life, Kris Kliver can show you the way. In *The Aspiring Solopreneur*, Kris provides the tools you need to define success and to research and launch a spectacular solopreneur life. This step-by-step guide will help you identify success on your terms, research your idea, safely launch, and successfully transition into your new

life. Whether you're thinking about opening an online business, a law practice, an architectural company, or embarking on any other solo entrepreneurial endeavor, there's no better time than now to make it happen.

The Fearless Woman's Guide to Starting A Business Amée Quiriconi.2021-04-13 Create Your Own Women Owned Business Startup "...a guide for smart, ambitious women who want to make their mark on the world...a practical step-by-step journey to shifting your mindset and calling on your own resilience and resourcefulness."?Rachel Beider, bestselling author of *Massage MBA: Run Your Practice, Love Your Life* and globally recognized small business expert *The Fearless Woman's Guide to Starting a Business* is a book for freedom-seeking female entrepreneurs and solopreneurs who want to know how to connect with their true passions, skills, and desires. It's a book for startup business women who get honest with themselves about their reasons for wanting to start a business. Learn what type of business you want to lead. Through a combination of data, neuroscience, true stories, humor, and the type of frankness that you would expect from your best girlfriend, this book helps you determine the real reasons and motivations behind starting a business —and then dares you to dream big about what being the head of a woman-owned business can do for you. Find real tools for real women in business. When creating a start-up, it can be difficult to stay the course —to choose yourself and stay motivated on the hardest days. Amée Quiriconi, author and entrepreneur behind the *One Broken Mom* podcast, has your back. In *The Fearless Woman's Guide to Starting a Business*, learn about: The main reasons business owners report why they closed their businesses —and how you can avoid failure Specific techniques and insights needed for building a startup and brand that is authentic to who you are How to turn your side hustle or hobby into a money-making endeavor Strategies for navigating the sometimes-hostile world business women live

and work in every day Readers of business books and entrepreneurship books for women like *Girl on Fire* by Cara Alwill Leyba, *Fear is my Homeboy*, *Believe It*, or *Boss Up!* will love *The Fearless Woman's Guide to Starting a Business*.

Selling The Intangible Meera Kothand.2021-03-03 Does any of this sound familiar to you? You've put your heart and soul into creating a product only to have it completely bomb. Or maybe you've seen that happen to your friends or peers in the online space, and you're dead scared that's going to be you because you have no clue what you're doing. You're grateful to be able to serve clients one-on-one, but you're exhausted! The idea of creating a digital product to add passive income to your revenue streams sounds oh-so-good! Maybe you have an idea for a digital product but getting it out there seems like this enormously daunting task with a gazillion steps, and you don't want to shell out thousands for another course or coach. Or perhaps you're void of ideas, but you're just itching to try digital products. Nodding yes? Digital products are an overwhelming, exhausting affair especially when you don't know what to focus on. No matter what type of digital product you're creating (and yes there are a few!), there are some core components you need to focus on if you want to create successful digital products and have them as a staple in your business model. This isn't just about knowing what tools to use or what platform to sell your product on (you should never start there!) You need a coherent, holistic strategy to be successful at it in the long run. *Selling the Intangible* will introduce you to these core components in the form of bite-sized strategies and pro tips so that you have a plan for success before you even start. Think of it as your digital product road map. Here's what's packed into this how-to guide: How to create perpetual customer journeys so that your audience keep coming back to buy more How to know which digital products to create and when so you're NEVER backtracking The truth about winning offers and the secret hack to ensure your

product sells Answers to the following questions: - How soon is too soon to add a product? - Should you sell on an external marketplace like Amazon, Udemy, or Coursera vs. on your own site? - Do you need webinars for all your funnels? AND MORE. Imagine knowing the exact steps you need to take to get your product created, launched, and selling successfully... Imagine cultivating an audience who are clamoring to get their hands on your next thing... Imagine never having to chase the next sale... If you're thinking about creating a digital product or you've felt burned-out and overwhelmed from creating digital products before, this book will be right up your alley. Intrigued yet? Then scroll to the top and click or tap Buy Now.

Consciousness Medicine Françoise Bourzat, Kristina Hunter. 2019-06-25 A comprehensive guide to the safe and ethical application of expanded states of consciousness for therapists, healing practitioners, and sincere explorers Psychedelic medicines also known as entheogens are entering the mainstream. And it's no wonder: despite having access to the latest wellness trends and advances in technology, we're no healthier, happier, or more meaningfully connected. Psilocybin mushrooms, ayahuasca, and LSD—as well as other time-tested techniques with the power to shift consciousness such as drumming, meditation, and vision quests—are now being recognized as potent catalysts for change and healing. But how do we ensure that we're approaching them effectively? Françoise Bourzat—a counselor and experienced guide with sanctioned training in the Mazatec and other indigenous traditions—and healer Kristina Hunter introduce a holistic model focusing on the threefold process of preparation, journey, and integration. Drawing from more than thirty years of experience, Bourzat's skillful and heartfelt approach presents the therapeutic application of expanded states, without divorcing them from their traditional contexts. Consciousness Medicine delivers a coherent map for navigating nonordinary states of consciousness,

offering an invaluable contribution to the field of healing and transformation.

Selling the Invisible Harry Beckwith.2000-10-15 SELLING THE INVISIBLE is a succinct and often entertaining look at the unique characteristics of services and their prospects, and how any service, from a home-based consultancy to a multinational brokerage, can turn more prospects into clients and keep them. SELLING THE INVISIBLE covers service marketing from start to finish. Filled with wonderful insights and written in a roll-up-your-sleeves, jargon-free, accessible style, such as: Greatness May Get You Nowhere Focus Groups Don'ts The More You Say, the Less People Hear & Seeing the Forest Around the Falling Trees.

CREATE an Intensive Biz Playbook and Planner Meera Kothand.2018-11-05 An intensive business playbook for ambitious solopreneurs & small business owners who want to build an online business they crave, experience explosive growth, and embrace their zone of genius Need a business coach or mentor without the hefty price tag? Meet CREATE. This intensive business playbook is a companion to the wildly popular CREATE: One-Year Blog & Editorial Planner. Designed to be picked up at any time of the year, you can use this workbook as an end of year business retreat exercise to reflect and reorganize, a mid-year declutter-your-biz exercise, or simply because you need a surge of inspiration. But unlike other planners and workbooks that ask surface level questions, CREATE will help you dig deeper into your business. Here's what you'll uncover with CREATE: How to visualize and create your own powerful 4-step marketing funnel that seamlessly moves your subscriber through his or her buying journey. WHY you're probably sitting on gold mines of existing offers(and WHAT you need to do to polish, refine & relaunch them) How to avoid the feast or famine trapthat businesses fall into How to create an income planfor your business TODAY with real numbers you can track(it's not rocket science. Neither is its scary!) My 4-part process that gives your business a

360 view into 7 critical areas Discover 2 unique ways to increase the number of revenue streams WITHOUT adding a new one The 5 types of people who come into contact with your business and brand (and why you need all 5 of them!) And more... This 160-page playbook has plenty of space to hold your creative thoughts, ideas, and scribbles. The questions it raises will help you reflect, reframe, and realign different aspects of your business. Yet, you'll never feel lost because of the prompts and suggestions you'll be presented with every step of the way. CREATE will hand-hold you through the process as you consider the tough questions that will enable you to design a business that embraces your zone of genius. Intrigued yet? Then scroll to the top and click or tap Buy Now.

Tiny Time Big Results Yasmin Vorajee.2018-09-21 I wish I had more time... I have too much to do... This business could be amazing if I had an extra hour or two a day... Do you find it frustrating trying to grow your business when you have so little time because you have other responsibilities and demands on your time? You might be raising your family or caring for loved ones. Perhaps you want to travel more or enjoy more time for your hobbies. Whatever your life looks like, you want a business that works in the time you choose to dedicate to it! You didn

But I'm Not an Expert! Meera Kothand.2018-10-09 How are some solopreneurs able to command attention? How do some become experts, while others fade into the background as simply white noise? How do you stop feeling like an imposter or fraud when you might as well be this tiny speck among the thousands of online businesses out there? If you've ever said the words But I'm not an expert! this book is for you. This book will address the fears of thousands of newbies struggling to build an influence online. You don't have to fake it or feel like a fraud. The strategies and hacks you'll discover are not gimmicks or secrets. These are intentional, calculated steps that you can take to get there. If you've ever dreamed of becoming known as an expert in your industry but aren't sure

how to get started, this book will show you how. Here's what's packed in this how-to guide: The FASTEST way to position yourself as an expert and flaunt your credibility and social proof (10,000 followers or subscribers NOT required) My step-by-step roadmap to getting that coveted expert tag even if you're starting with no list or social media following The MOST neglected aspect of the funnel and how it affects your ability to build expertise Why minimum viable concepts don't just apply to products! Discover what an MVCP & MVEM are and how they could work magic for a time-starved solopreneur Unlock the 3-part expert quotient--ingredients that have propelled several solopreneurs to build a successful expert business How to create a marketing plan (it doesn't need a huge ad spend or rocket science!) The exact content formula to help you claim expert status QUICKLY (ingredients include 4 main content types and 3 content levers) and more Imagine describing yourself as an expert to others and not feeling the slightest twinge of anxiety... Imagine becoming highly sought after when you have the expert tag attached to a skill set that an audience is hungry for... That's the power of building an expert business and the promise behind But I'm not an expert! Whatever your reason for picking up a copy of this book, you will walk away with ideas to market and sell yourself as an expert. Intrigued yet? Then scroll to the top and click or tap Buy Now. You'll be surprised at how quickly your audience starts to view you as an expert when you implement these strategies and techniques.

The Ultimate Sales Machine Chet Holmes. 2007-06-21 NEWLY REVISED AND UPDATED The bestselling business playbook for turbocharging any organization, updated for modern audiences with new and never-before-seen material Every single day 3,076 businesses shut their doors. But what if you could create the finest, most profitable and best-run version of your business without wasting precious dollars on a thousand different strategies? When The Ultimate Sales Machine first

published in 2007, legendary sales expert Chet Holmes gave us the key to do just that. All you need is to focus on twelve key areas of improvement—and practice them over and over with pigheaded discipline. Now, a decade later, Chet’s daughter Amanda Holmes breathes new life into her father’s classic advice. With updated language to match our ever-changing times and over 50 new pages of content, *The Ultimate Sales Machine* will help any modern reader transform their organization into a high-performing, moneymaking force. With practical tools, real-life examples, and proven strategies, this book will show you how to:

- Teach your team to work smarter, not harder
- Get more bang from your marketing for less
- Perfect every sales interaction by working on sales, not just in sales
- Land your dream clients

This revised edition expands on these proven concepts, with checklists to get faster ROIs, Core Story Frameworks to get your company to number one in your marketplace, and a bonus, never-before-revealed chapter from Chet, “How to Live a Rich and Full Life,” that will put you in the best possible mindset to own your career. For every CEO, manager, and business owner who wants to take their organization to the next level, *The Ultimate Sales Machine* will put you and your company on the path to success—and help you stay there!

Company of One Paul Jarvis. 2019 What if the real key to a richer and more fulfilling career was not to create and scale a new start-up, but rather, to be able to work for yourself, determine your own hours, and become a (highly profitable) and sustainable company of one? Suppose the better--and smarter--solution is simply to remain small? This book explains how to do just that. *Company of One* is a refreshingly new approach centered on staying small and avoiding growth, for any size business. Not as a freelancer who only gets paid on a per piece basis, and not as an entrepreneurial start-up that wants to scale as soon as possible, but as a small business that is deliberately committed to staying that way. By staying small, one can have freedom to pursue more meaningful pleasures in

life, and avoid the headaches that result from dealing with employees, long meetings, or worrying about expansion. Company of One introduces this unique business strategy and explains how to make it work for you, including how to generate cash flow on an ongoing basis. Paul Jarvis left the corporate world when he realized that working in a high-pressure, high profile world was not his idea of success. Instead, he now works for himself out of his home on a small, lush island off of Vancouver, and lives a much more rewarding and productive life. He no longer has to contend with an environment that constantly demands more productivity, more output, and more growth. In Company of One, Jarvis explains how you can find the right pathway to do the same, including planning how to set up your shop, determining your desired revenues, dealing with unexpected crises, keeping your key clients happy, and of course, doing all of this on your own.

*How to Be F*cking Awesome* Dan Meredith.2016-04 If you've been looking for a kick up the backside to finally launch that business, start a new project you've been putting off or just become awesome, this book is for you. So, if you are sick of the usual guru bullsh*t advice, and want to make your life truly awesome, then read this book from cover to cover, and do every single thing Dan says.

The Content Trap Bharat Anand.2016-10-18 "My favorite book of the year."—Doug McMillon, CEO, Wal-Mart Stores Harvard Business School Professor of Strategy Bharat Anand presents an incisive new approach to digital transformation that favors fostering connectivity over focusing exclusively on content. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BLOOMBERG Companies everywhere face two major challenges today: getting noticed and getting paid. To confront these obstacles, Bharat Anand examines a range of businesses around the world, from The New York Times to The Economist, from Chinese Internet giant Tencent to Scandinavian digital trailblazer Schibsted, and from talent management to the future of education. Drawing on these stories and on

the latest research in economics, strategy, and marketing, this refreshingly engaging book reveals important lessons, smashes celebrated myths, and reorients strategy. Success for flourishing companies comes not from making the best content but from recognizing how content enables customers' connectivity; it comes not from protecting the value of content at all costs but from unearthing related opportunities close by; and it comes not from mimicking competitors' best practices but from seeing choices as part of a connected whole. Digital change means that everyone today can reach and interact with others directly: We are all in the content business. But that comes with risks that Bharat Anand teaches us how to recognize and navigate. Filled with conversations with key players and in-depth dispatches from the front lines of digital change, *The Content Trap* is an essential new playbook for navigating the turbulent waters in which we find ourselves. Praise for *The Content Trap* "A masterful and thought-provoking book that has reshaped my understanding of content in the digital landscape."—Ariel Emanuel, co-CEO, WME | IMG "The Content Trap is a book filled with stories of businesses, from music companies to magazine publishers, that missed connections and could never escape the narrow views that had brought them past success. But it is also filled with stories of those who made strategic choices to strengthen the links between content and returns in their new master plans. . . . The book is a call to clear thinking and reassessing why things are the way they are."—The Wall Street Journal

The Next Level Entrepreneur George Black. 2019-04-21 ...I would prefer to chart my own course, rather than work as a part of another person's vision....writes Max North on July 10, 1941 to Mr. A, a highly successful business magnate, whom he hopes could be an entrepreneurial sage. Max desires to build a great company, but doesn't know how. Surprisingly, Mr. A responds to Max. This begins a far-reaching correspondence revealing many secrets of an entrepreneur while imparting wisdom and

guidance one could apply to everyday life. Like Max, the reader will discover both practical business advice and inspiration by reading these letters. As Mr. A says...Any one with a vision for anything is an entrepreneur. Life becomes a real adventure for those who act on their vision and seize opportunity! And so it is with Max, as his adventure even includes a World War! Ultimately, Mr. A shares his most treasured secret: The Next Level Navigator®, a no-nonsense, strategic process that can guide any company or person to greatness. George invites the reader to focus their passions by implementing the same guidance Mr. A gives Max through Sage Advice to Apply summaries. Next, readers can map their direction by developing their own Next Level Navigator, as Max develops his, all to build a great company! So, join Max and Mr. A and become a NEXT LEVEL Entrepreneur, TODAY!

The Huffington Post Complete Guide to Blogging The editors of the Huffington Post. 2008-12-02 The editors of The Huffington Post -- the most linked-to blog on the web -- offer an A-Z guide to all things blog, with information for everyone from the tech-challenged newbie looking to get a handle on this new way of communicating to the experienced blogger looking to break through the clutter of the Internet. With an introduction by Arianna Huffington, the site's cofounder and editor in chief, this book is everything you want to know about blogging, but didn't know who to ask. As entertaining as it is informative, The Huffington Post Complete Guide to Blogging will show you what to do to get your blog started. You'll find tools to help you build your blog, strategies to create your community, tips on finding your voice, and entertaining anecdotes from HuffPost bloggers that will make you wonder what took you so long to blog in the first place. The Guide also includes choice selections from HuffPost's wide-ranging mix of top-notch bloggers. Among those who have blogged on HuffPost are Barack Obama, Hillary Clinton, Larry David, Jane Smiley, Bill Maher, Nora Ephron, Jon Robin

Baitz, Steve Martin, Lawrence O'Donnell, Ari Emanuel, Mia Farrow, Al Franken, Gary Hart, Barbara Ehrenreich, Edward Kennedy, Harry Shearer, Nancy Pelosi, Adam McKay, John Ridley, and Alec Baldwin.

The Million-Dollar, One-Person Business, Revised Elaine Pofeldt.2018-01-02 The self-employment revolution is here. Learn the latest pioneering tactics from real people who are bringing in \$1 million a year on their own terms. Join the record number of people who have ended their dependence on traditional employment and embraced entrepreneurship as the ultimate way to control their futures. Determine when, where, and how much you work, and by what values. With up-to-date advice and more real-life success stories, this revised edition of The Million-Dollar, One-Person Business shows the latest strategies you can apply from everyday people who--on their own--are bringing in \$1 million a year to live exactly how they want.

The Blog Startup Meera Kothand.2020-01-18 Are you eager to start a blog and online business but are feeling lost? Maybe you've gotten on and off the bandwagon over the months or years with little progress to show for it... Or maybe your blog seems to be in launch mode forever and you're not making any progress... If you find yourself trying out every possible tool and trick, reading blog posts, signing up for webinars, and still not knowing what you need to focus on... If all that initial excitement has been overtaken by overwhelm with EVERYTHING you need to do and learn, then this book will be right up your alley. No matter what type of blog you are starting, there are some core components you need to focus on if you want to make money with your blog. The Blog Startup introduces you to these nonnegotiable core components in the form of bite-sized strategies and pro tips so you won't find yourself a year later wondering what went wrong. This wasn't created to help you master blogging. It takes several years for that--more than a book and a couple of days of reading

can promise. But this gives you a plan for success before you even start. Think of it as a road map for your first 90 days! Now, you can start a solid blog with the potential to make money WITHOUT a \$1,000+ blogging education! Here's a snapshot of what's packed into this how-to guide: Popular guru promises exposed! I expose the truth about popular revenue streams and why NOT ALL monetization options are right for you despite guru promises! The 2M (+1) strategy to help you hit your first \$1K blogging. How to find YOUR unique angle, so you can stand out from the pack and attract the right kind of readers. The smartest ways to make critical website pages sticky-Make these pages shout out YES, you're in the right place! and understand what you need and don't need to include. Why some bloggers make the leap and others don't. (It has everything to do with what they don't do!) 3 MUST-ANSWER questions that will shape your blog's journey. How to create a strategic blog launch plan and my answer to the question How many posts do you need before launching? (No more confusion or stress. Just an actionable plan for results.) AND MORE! Imagine knowing exactly what you need to focus on despite all the distractions pulling you in a million directions. Imagine if in a mere year you accomplish more than you ever thought possible, feel a sense of satisfaction, and actually make progress toward this larger vision of what you want your blog and business to do for you. You don't flinch, get panicky, or try different tactics hoping one sticks. You have a plan of action and every decision you make for your blog is calculated and intentional. That's the power of the process and the promise behind The Blog Startup! Intrigued yet? Then scroll to the top and click or tap Buy Now.

Your First 100 Meera Kothand.2018-04-02 What if you had a pool of repeat customers and loyal, raving fans waiting to buy EVERY SINGLE ONE of your digital products? What if you never had to chase or wonder where the next sale of your digital product is going to come from? What if you knew

exactly how to turn first time visitors into subscribers and then loyal customers who stay and buy again and again and again... Nodding YES? Your First 100 will allow you to discover how to take the brand and business you have right now and transform it into one that has the potential to build repeat customers and loyal, raving fans. Brand loyalty isn't just for the big brands. Your First 100 will show you how you can tap into the exact loyalty recipe as an online business and brand selling digital products. Here's what's packed into this how-to guide: How to be TOP OF MIND every single time your ideal customer is ready to buy The 4C formula to writing emails that hook That ONE thing you need to get from your ideal customer (without this, the ASK gets so much harder) A DEAD SIMPLE way to structure your offers so that your customers keep coming back for more How the 5P Touch Framework will help you burn a single brand footprint into all interactions your audience has with your business (and why you need ALL 5!) How you can QUICKLY turn your ideal customer into a buyer and then a loyal, raving fan In Your First 100, you will be introduced to a system of ideas and questions to think about, ask yourself, and apply to your digital product-based business in 5 core areas so that you can turn first time visitors into repeat customers and loyal, raving fans. Imagine for a minute how your business would change if you never had to worry about where the next sale of your digital product is going to come from... Your offers (paid and free) become seductive magnets of YES! that your audience can't resist. Your audience is sold on whatever you put on sale because it's from YOU and they want it. Every core area in your business is intentional and works toward creating a brand experience that attracts your tribe-your repeat customers and loyal, raving fans. That's the power of the process and promise behind Your First 100. Intrigued yet? Then scroll to the top and click or tap Buy Now.

Responsive Design with WordPress Joe Casabona.2013-12-11 With the ever-increasing need to

view websites on mobile devices, websites have to be adaptable to thousands of different screen resolutions. In *Responsive Design with WordPress*, expert web developer Joe Casabona teaches you how to leverage WordPress to get the most out of responsive design, implement best practices, automate important processes, and make your life easier overall. You'll start with a refresher on the core functionality of WordPress, then dive into developing responsive themes and plugins. Find out what to consider at the outset of the design process to save hours of work during redesigns. Learn up-to-date best practices for determining breakpoints, accessibility, and preventing website bloat for better user experience no matter the user's connection speed. Finally, you'll apply the principles you learn to specific tutorials, such as building a photo gallery, map page, and products page.

- Learn when to rely on themes and when it's best to use plugins.
- Apply your responsive CSS to a WordPress theme.
- Learn various navigation techniques, such as Jump to with • smooth scrolling or Select box.
- Use popular responsive techniques, like `picturefill.js`, to make images respond to different screen resolutions and connection speeds.
- Explore frameworks, including Bootstrap and Foundation.
- Download dozens of code samples to help implement responsive design techniques, and test yourself with end-of-chapter quizzes.

The Successful Business Plan. 2009 Dit is het e-book uittreksel behorend bij het boek 'The Successful Business Plan: secrets & strategies' (4e druk; ISBN 9780966963564) van Rhonda Abrams. Uittreksels van StudentsOnly bieden je een goede manier om de stof uit het boek nog sneller en makkelijker onder de knie te krijgen. Ze geven beknopt - in ca. 10% van het aantal pagina's van het boek - een compleet overzicht van alles wat belangrijk is. In het uittreksel wordt regelmatig naar pagina's, paragrafen, tabellen of figuren in het boek verwezen; het is dan ook moeilijk te gebruiken zonder het boek, maar des te beter samen met het boek. Bron: Flaptekst,

uitgeversinformatie.

The One Hour Content Plan Meera Kothand.2017-08-18 This book will help you unlock a full year's worth of blog traffic-building content ideas in 60 minutes or less.

The Story Engine Kyle Gray.2017-05 The Story Engine provides you with everything you need to reap the benefits of content marketing. You'll learn how to plan content marketing success early, and how to avoid common pitfalls. We will explore how to build a team to handle time-consuming parts of creation and still feel secure knowing that your content fits your unique brand. All this without breaking your budget--Back cover.

Your Social Visibility Blueprint Jessica Campos.2020-05-27 Your Social Visibility Blueprint goes behind the scenes to explore the strategic processes involved in marketing a successful brand, one of the most fascinating and complex challenges for a solopreneur.This bestselling book is ideal for solopreneurs and freelancers working in the fields of: * Consulting & Coaching* Wellness & Fitness* Accounting & Management* Photography & Art* Services* Real estate* Law* Insurance & Financial planning* E-commerce Authored by forensic marketing expert and branding strategist, Jessica Campos, Your Social Visibility Blueprint includes exercises and examples that highlight the key activities undertaken by solopreneurs to create successful businesses, including: * The key elements to succeed in social media marketing * How to switch from pure promotional marketing to social selling marketing* Building an impactful online presence * Exercises to develop a niche marketing plan in 2 steps* How to design a branding guide* The hero method to write long captions* How to use hashtags to attract the right audience*A done-for-you content marketing plan showing the strategy and template for EACH post, for the FULL YEAR!The content shared in this book has been derived from Jessica Campos' own strategies that have ignited multiple 7-figures in sales among the

hundreds of entrepreneurs and organizations she has served for over a decade. Jessica is an award-winning expert and a Top- 10 Digital Marketing Influencer. The strategies found in this book have been recommended by marketing professionals and prestigious publications. _____

Part 1: The Essentials of Social Media- Solopreneurs spend many hours of the day, working on marketing tasks, that come randomly, and most of the time, as a distraction. Learning the fundamentals of building a social media marketing strategy is the key to growing a business, along with strategies followed by amazing brands like Amazon, Starbucks, Apple, and Kendra Scott. You will be inspired to build a community of loyal customers, to stop competing based solely on price, and to grow your business.

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access to amazing resources, such as: * A complimentary Forensic Marketing Audit (Value \$500+)* Editable Visibility Workbook to plan your content like a pro (Value \$47)* Special price in our Marketing For Greatness Courses (save up to 80%)* The Marketing For Greatness Network. Connect with other solopreneurs and participate in life-changing conversations.

The Making of a Manager Julie Zhuo.2019-03-19 Instant Wall Street Journal Bestseller! Congratulations, you're a manager! After you pop the champagne, accept the shiny new title, and step into this thrilling next chapter of your career, the truth descends like a fog: you don't really know what you're doing. That's exactly how Julie Zhuo felt when she became a rookie manager at the age of 25. She stared at a long list of logistics--from hiring to firing, from meeting to messaging, from planning to pitching--and faced a thousand questions and uncertainties. How was she supposed to spin teamwork into value? How could she be a good steward of her reports' careers? What was the secret to leading with confidence in new and unexpected situations? Now, having managed dozens of teams spanning tens to hundreds of people, Julie knows the most important lesson of all: great managers are made, not born. If you care enough to be reading this, then you care enough to be a great manager. *The Making of a Manager* is a modern field guide packed everyday examples and transformative insights, including: * How to tell a great manager from an average manager (illustrations included) * When you should look past an awkward interview and hire someone anyway * How to build trust with your reports through not being a boss * Where to look when you lose faith and lack the answers Whether you're new to the job, a veteran leader, or looking to be promoted, this is the handbook you need to be the kind of manager you wish you had.

Hype Yourself Lucy Werner.2020-01-09 ***BUSINESS BOOK AWARDS 2021 SHORTLISTED TITLE*** Hype Yourself is an invaluable toolkit for getting you and your business featured in the

media: newspapers, magazines, radio and TV. Crammed full of insider advice, from the building blocks of your PR strategy to the execution of creative campaigns, it includes expert tips from journalists and industry specialists and is supported by a stack of online resources. Lucy Werner is founder of The Wern, a PR & branding consultancy and training hub for startups, entrepreneurs and independent brands. She is also a writer, speaker, blogger, teacher and podcaster on all things brand building for small businesses. For more information follow @wernchat or visit www.thewern.com

Start Small, Stay Small Rob Walling. 2010 Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: You don't have \$6M of investor funds sitting in your bank account You're not going to relocate to the handful of startup hubs in the world You're not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options There's nothing wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this. Start Small, Stay Small also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers.

Social Media Pie Brenda Meller.2021-01-09 You're on LinkedIn, but you're not sure you're getting the most out of it. You're open to learning, but you need some guidance on how to be more effective with your time and efforts on LinkedIn.And, you believe you can have fun while learning. I mean, obviously. Otherwise, what the heck are you doing with a book called, Social Media Pie. That's crazy talk, right? Or is it BRILLIANT? Probably a bit of both.- Do you work in business development?- Are you a company leader?- Are you in a career transition or in-between successes?- Are you considering a future career transition and looking to subtly ramp-up your LinkedIn for a job search?- Have you started, or are you currently running, your own business?- Are you a fan / follower of Brenda Meller and/or Meller Marketing?- Do you love pie too? (It's ok if you don't)In Social Media Pie: How to Enjoy a Bigger Slice of LinkedIn, Brenda Meller will share strategies to help you make the most of your LinkedIn presence to help you to reach your business and career goals.In this book, you'll learn how to: ? Optimize your LinkedIn profile.? Send invitations that are more likely to be accepted. ? Generate greater levels of network engagement.? Post (and how often to post) - and what to do NEXT. ? Build a company page and grow followers (LEADS!). ? Rock on LinkedIn in just 15 minutes a day.Through a conversational approach, how-to instructions, and a sprinkling of pie-isms throughout, Brenda will teach you how to increase your slice of the LinkedIn pie.

Entrepreneurial Strategy Dean A. Shepherd,Holger Patzelt.2021-07-19 This open access book focuses on explaining differences amongst organizations regarding various attributes, forms, and outcomes. By focusing on the “how” of new venture creation and management to produce well-established organizations, the authors aim to increase our understanding of the antecedents of most management research assumptions. New ventures are the source of most newly created jobs generated in an economy, new industries and markets, innovative products and services, and new

solutions to economic, social, and environmental problems. However, most management research assumes a well-established organization as the starting point of their theorizing. Building on the notion of guided attention, it details how entrepreneurs can allocate their transient attention to identify potential opportunities from environmental change and how entrepreneurs allocate their sustained attention to form beliefs about radical and incremental opportunities requiring entrepreneurial action. The authors explain how entrepreneurs build such communities and engage community members over time to co-construct potential opportunities for new venture progress. Using the lean startup framework, they connect the dots between the theorizing on identifying and co-constructing potential opportunities and the startup of new ventures. This leads to a new overarching framework based on are (1) co-creating a startup, (2) organizing a startup, and (3) performing a startup to bring together the many disparate threads of research on new ventures. The authors then theorize on the importance of knowledge in organizational scaling. Based on cutting-edge research from the leading entrepreneurship journals, this book expands knowledge on the cognitive aspect of the new venture creation process.

300 Email Marketing Tips Meera Kothand.2019-05-20 Does any of this sound familiar to you? 1. You sit down every week staring at that blinking cursor wondering what to send your email list, and then a week becomes two or more, and you can't remember when the last time you emailed them was. 2. You have an opt-in incentive or lead magnet that's pretty much doing nothing for you or your business. 3. You have a haphazardly thrown together email sequence that doesn't bring you sales or engagement. 4. You silently cringe every month as you pay out your email service provider because you're not using any of their features. 5. You're pretty much winging it with email. If you're nodding yes, 300 Email Marketing Tips will give you more than a bare-bones framework to put in place an

email marketing strategy for your business. The premise of this book isn't about growing a big fat email list. Email marketing is NOT list building alone. You need a coherent, holistic strategy to be successful at it. Here's what's packed in this how-to guide: What branding has to do with email marketing and the #1 thing most solopreneurs ignore when it comes to their email list 7 things your welcome email must do (but probably doesn't!) Why your lead magnet has to address THESE two critical points 3 ways to plan your email editorial calendar Answers to the questions and more - I have thirty thousand page views a month but get only forty-two subscribers for an month. What am I doing wrong? (See section 3 for the answer.) - My email sequence gets a lot of engagement and opens. Everyone says they love my stuff, but I still get no sales for my e-book. Why? (See section 5 for the answer.) - I have a sequence of emails set up in my evergreen funnel, but I'm not getting any sales. Is my product terrible? Should I just scrap it altogether? (See section 7 for the answer.) Rather than flit from week to week wondering what to email your list... Imagine creating an email strategy that enables you to take the weekend off and still see your list grow, rake in testimonials, and make sales. Imagine having endless email content ideas... Imagine creating an opt-in offer with all the right ingredients that has readers clamoring to get their hands on it... Imagine sending emails with confidence knowing exactly the impact that particular email will have on your subscribers... That's the power of an email marketing strategy! If you think email marketing is complicated and something you can't do, my goal with this book is to change that opinion. If you're struggling with any particular aspect of email marketing, this book will give you a fresh perspective on how you can tackle it too. Intrigued yet? Then scroll to the top and click or tap Buy Now.

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