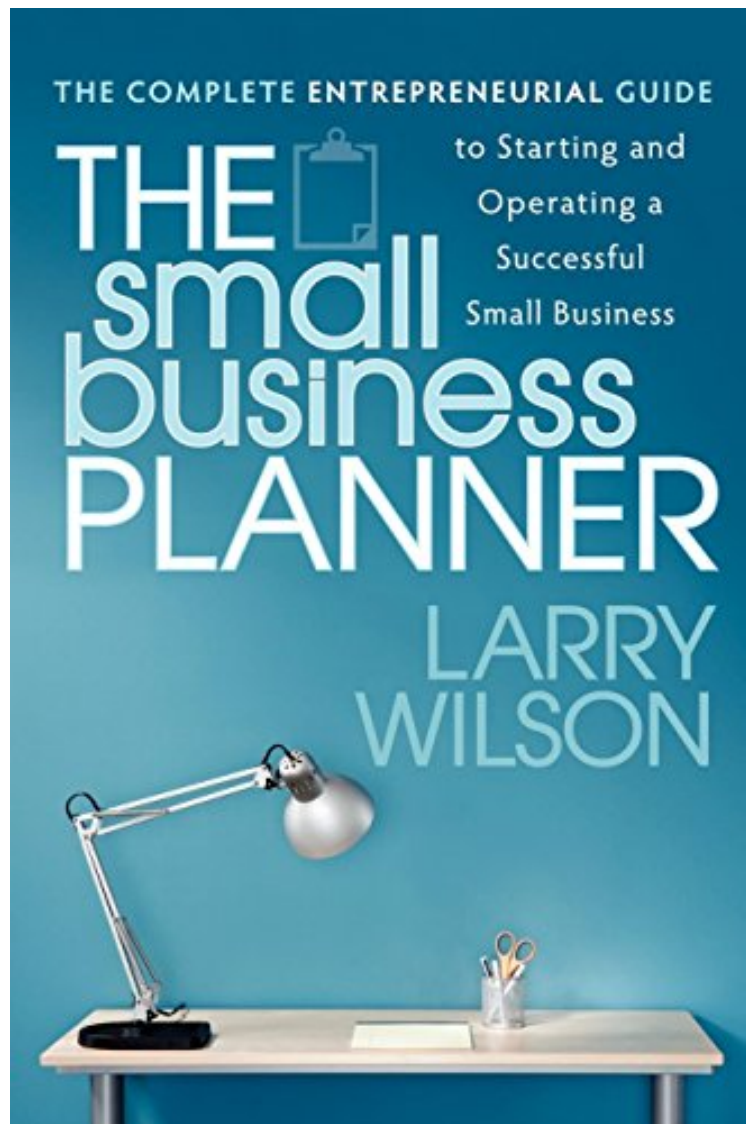


[Library ebook] The Small Business Planner: The Complete Entrepreneurial Guide to Starting and Operating a Successful Small Business

The Small Business Planner: The Complete Entrepreneurial Guide to Starting and Operating a Successful Small Business

Larry Wilson

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The Small Business Planner is the most comprehensive book available to assist entrepreneurs in avoiding costly mistakes. Starting a new business? There is a complete check list with detailed Do's and Don'ts. Do you want to generate revenue? Almost half of the book is dedicated to Marketing with tips and methodology that really work starting with the ten most common marketing mistakes. The author introduces his own unique planning model that is sure to help you gain customers and competitive advantage. Financial Management, Developing Effective Web Sites, Employee Relations, and Contingency Planning - "The Small Business Planner" has it all! Includes numerous formatted planning and financial templates on companion web site.

About the Author Lawrence Wilson brings years of experience in sales marketing management and entrepreneurship to print in The Small Business Planner. The author, who has operated a business consulting practice since 1998, studied marketing at York University in Toronto and Sales Management in San Diego. He mentored over 500 businesses in the development of effective business plans and marketing strategies over a five year period while assisting government sponsored small business programs. In addition, Wilson taught evening part-time courses at Georgian College. These included Marketing, Finance, Leadership Skills and Starting a Business along with Web Development. He was also a regular columnist for a monthly business newspaper. The author continues to operate his business providing small business clients with solutions that are focused on sales, marketing and technology including web planning and database integration. He remains active with local Chambers of Commerce and assisting Small Business Development Centers.