

BECOME YOUR OWN BOSS IN 12 MONTHS: A MONTH-BY-MONTH GUIDE TO A BUSINESS THAT WORKS BY MELINDA F EMERSON

"Great step-by-step advice for anyone
looking to start their own business."
—Andrew C. Taylor, Chairman and CEO, Enterprise Rent-A-Car

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Strategies
for Anyone,
Anywhere, in
Any Field

A Month-by-Month Guide
to a Business That Works

MELINDA F. EMERSON
Foreword by Michael J. Critelli, Former CEO, Pitney Bowes

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About the Author

Melinda F. Emerson is founder and CEO of Quintessence Multimedia, an award-winning marketing video production company. She has created productions for such companies as Johnson & Johnson, Verizon, Enterprise Rent-A-Car, Citizens Bank, and Comcast. In 2000, AV Video Multimedia Producer Magazine named Emerson one of the Top 100 Producers of 2000. In 2001, she was named one of the Top 30 Leaders of the Future by Ebony magazine. In 2002, the Pennsylvania Department of Commerce and Economic Development named her a Black Business Pioneer.

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"Melinda Emerson...will inspire you to pursue your own entrepreneurial vision."

—Marc H. Morial, President, National Urban League

Whether you're newly unemployed, sick of office life and longing for a change, or just want to finally turn your business idea into reality, you can follow your dream and make your passion your profession. Drawing on her experience as founder of an award-winning production company, Melinda F. Emerson shows you how in this practical month-by-month guide to getting your business off the ground.

Inside, you'll find the timetable and steps you need to take to become a successful CEO of your own venture, including:

Month 1: Meet with potential venture capitalists

Month 3: Set a one-year marketing budget

Month 5: Select a logo

Month 9: Purchase customer relationship management software

Month 11: Prepare your launch day press release

Next year at this time, you could be calling the shots at your dream job. You supply the energy, an idea, and elbow grease—and this book will supply the plan.

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Most helpful customer reviews

3 of 3 people found the following review helpful.

Save, plan then launch

By Larry Battle

I've started a few small businesses that failed because of poor planning & structure.

Seeking for a change, I picked up this highly rated book on entrepreneurship to find out the essential skills and techniques needed to build a successful company.

Having finished this book, I've found what I've been searching for and realized my mistakes.

For example, I'm now aware that before I start my next company I need to develop a solid business plan, eliminate my debt, save up a year worth of operational cost and read this book again.

I really enjoyed reading this book since it's simple, straight forwards and offers "Emerson's Action Steps", a list summarizing each chapter.

This book covers all the aspects of a start-up, from forming a life and financial plan to marketing and hiring employees.

I recommend "Become your own boss in 12 months" for anyone starting up a business, whether on-line or off-line.

Thanks Melinda Emerson for sharing your insightful knowledge to the world.

2 of 2 people found the following review helpful.

If You Love Yourself and Your Money and You Want to Do It Right... You Need This

By Vickie Gunnells-Hodge

When reading this book, the assumption, if already in business, could be that "How can this book help me?"

The answer is quite simple. Become your own boss in 12 Months reminds you of some of the simple steps you had in mind before beginning your business. It is a great tool to also expand some areas you may not have even thought about. If, by chance you are contemplating entering the business arena to own your level of greatness instead of continuing to rent or lease it out to those who don't really appreciate you; this book will allow you to avoid some of the common, but often costly mistakes made by those who did not have this book. Thanks Melinda!

1 of 1 people found the following review helpful.

A Wonderful Guidebook

By Rev. Cheryl Ward

Essential for an entrepreneurs life and business! Mellissa Emerson offers expert advice for anyone interested in laying a successful foundation for their business or even finding out if they have what it takes to be an an entrepreneur. She asks important questions while offering thought provoking advice in each chapter. This book helped me on so many levels both personally and professionally that I continue to re-read certain sections. I highly recommend this book to anyone starting a business or as a refresher course for those who have been in business for years.

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