



Start Your Own Home-Based Business (Wiley Business Basics)

Gregory F. Kishel, Patricia Gunter Kishel

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Start Your Own Home-Based Business (Wiley Business Basics) Gregory F. Kishel, Patricia Gunter Kishel
A crash course in setting up your own business at home
Start Your Own Home-Based Business
Pick the Right Business for YOU
Present a Professional Image
Finance Your Business
Attract and Keep Customers
Any house on the block could be the birthplace of tomorrow's Fortune 500 company. Maybe it's yours. Small business gurus Greg and Pat Kishel show how to turn your home into a profit center with this crash course in setting up a home-based business. This accessible, hands-on guide offers step-by-step advice on every aspect of setting up shop at home--from picking the right business for you and selecting office equipment to presenting a professional image to potential clients and customers. You'll find out how to: Finance and computerize a home-based business Prepare marketing, advertising, and promotion programs Achieve top-quality customer service that will attract and keep customers Deal with vital tax, insurance, and legal considerations
If you're thinking about starting your own business at home, or just curious about what it takes to do so, Start Your Own Home-Based Business is the all-in-one guide to making it happen . . . and making it profitable!

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