



The Pocket Small Business Owner's Guide to Starting Your Business on a Shoestring (Pocket Small Business Owner's Guides)

Carol Tice

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Most businesses that close their doors have one thing in common: They ran out of money. Don't let this happen to you. This indispensable book, part of Allworth's popular Pocket Small Business Owner's Guide series, will help you to save money on every aspect of your business, from advertising to overhead. With invaluable cost-cutting tips for all types of businesses, from e-commerce and home-based operations to services and retail, this guide will help you create a blueprint that will allow your business to survive and thrive. You'll save on:

- Advertising
- Marketing
- Purchasing
- Transportation and shipping
- Labor
- Financing
- Facilities
- Operations
- Taxes
- And more!

In today's economy, small business owners must seize every opportunity to keep costs down, and every penny saved goes to your bottom line. Follow this street-smart advice to lay the foundation for a business that will be profitable for years to come.

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