



Become Your Own Boss in 12 Months: A Month-by-Month Guide to a Business that Works

Melinda F. Emerson

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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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