


CONTENTS

Foreword	xi
Preface	xiii
Acknowledgments	xv
CHAPTER ONE: IS IT YOUR TIME TO MOVE TO INDEPENDENCE?	1
The Financial Benefits	3
Risk	8
The Entrepreneur's Test	11
CHAPTER TWO: WHAT DOES IT MEAN TO BE IN BUSINESS FOR YOURSELF, AND WHO DOES IT WELL?	15
Time	15
People Make the Difference	16
CHAPTER THREE: CREATING YOUR BUSINESS	19
Choosing Your Market Niche	20
Structuring Your Business to Serve Your Market Niche	23
Creating Your Organizational Model	33
CHAPTER FOUR: STAFFING AND COMPENSATION	39
Filling Positions in Your Model with the Right People	51
Your Fringe Benefit Package as a Recruitment, Retention, and Productivity Tool	52

Fringe Benefits Summary	58
Managing Workforce Growth	59
CHAPTER FIVE: LEAVING YOUR CURRENT EMPLOYER	61
Preparing for the D-Day Invasion	61
Protecting Your Confidentiality	65
CHAPTER SIX: CHOOSING YOUR BUSINESS SPACE	69
Interior Design	69
Office Location and Image	71
Finding the Right Building	72
Negotiating for Space	73
CHAPTER SEVEN: EQUIPMENT AND SUPPLIES	77
The Rubber Band Phenomenon	77
CHAPTER EIGHT: FINANCING	79
CHAPTER NINE: LEGAL FORMAT AND PROTECTING YOUR INVESTMENT	83
Incorporate or Not?	83
Protecting Your Business Investment	85
CHAPTER TEN: ASK WHAT YOUR GOVERNMENT CAN DO FOR YOU	89
Federal Government	89
State Government	90
Local Government	91
Other Not-for-Profit Resources	91
CHAPTER ELEVEN: CONVERTING EXISTING CLIENTS OR CUSTOMERS TO YOUR NEW BUSINESS	93
CHAPTER TWELVE: GAINING NEW CLIENTS AND CUSTOMERS—THE RIGHT WAY	99
“Man Must Sit in Chair with Mouth Open for Very Long Time before Roast Duck Fly in”	99
Advertising	100

Public Relations	102
Create Your Own Public Relations through	
Newsletters and E-Newsletters	104
Direct Mail	106
Networking: The Natural Way to Gain New Clients	114
Educational Seminars	118
Teaching the Seminars	124
Referrals	127
CHAPTER THIRTEEN: MANAGING YOUR BUSINESS	133
The Pugil Stick Effect	133
Manage Your Business or It Will Manage You	135
Time Management	135
Activities Management	136
Putting Your Goals into Action	141
It Is as Easy as A-B-C	148
Techniques of Activities Management	149
Summary	153
People Management	154
Talk, Talk, Talk, and Talk	156
Creating Your Organization's Employee Structure	157
Evaluate Results but Manage Activities	162
Creating and Implementing Your Business's	
Strategic Plan	164
Appreciate and Validate or The Duck Sauce Factor	165
Which Clients or Customers Do You Want?	166
Managing Your Clients and Customers	168
Treating Clients as People	174
Managing during Tough Times	175
CHAPTER FOURTEEN: YOUR EXIT STRATEGY	179
Price	179
Who Will Buy or Receive Your Business?	180
How to Receive Payment for Your Business	181
Special Considerations in Selling to Family Members	182
Retirement Planning	183
The End of the Rainbow	183

APPENDIX A: READING LIST	185
APPENDIX B: NEWSLETTER AND E-NEWS EXAMPLES	191
Index	203
About the Author	217