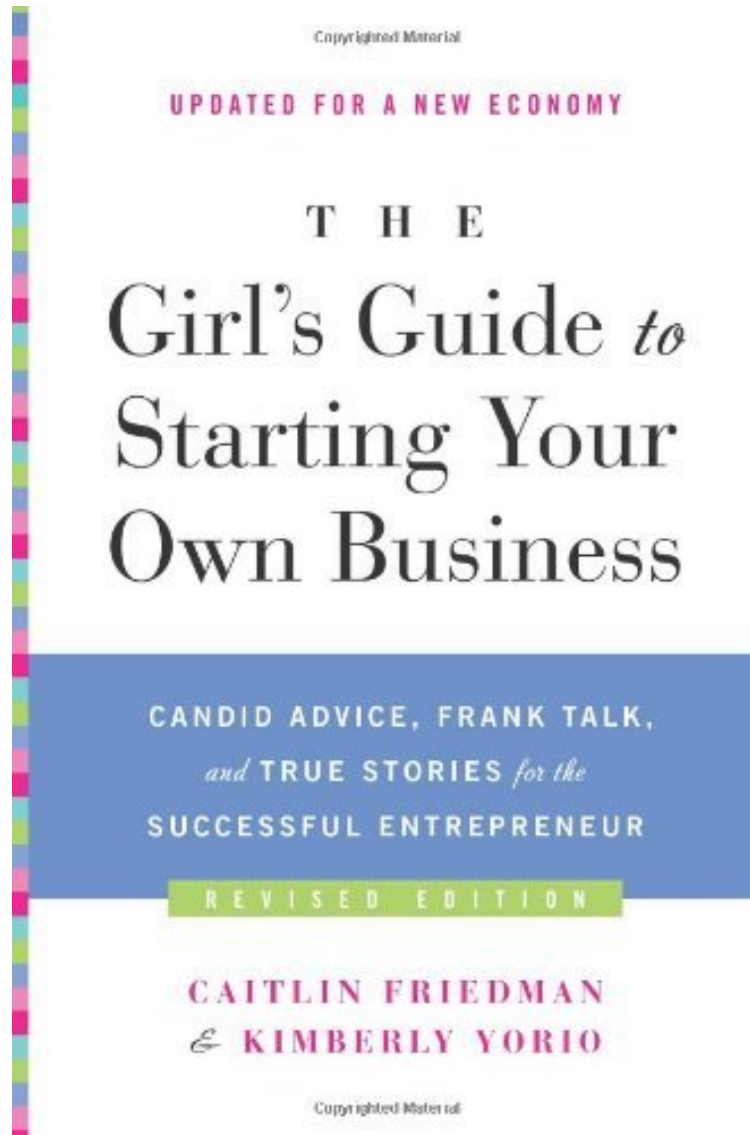


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# The Girl's Guide to Starting Your Own Business (Revised Edition): Candid Advice, Frank Talk, and True Stories for the Successful Entrepreneur

Caitlin Friedman, Kimberly Yorio  
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Caitlin Friedman, Kimberly Yorio : The Girl's Guide to Starting Your Own Business (Revised Edition): Candid Advice, Frank Talk, and True Stories for the Successful Entrepreneur before purchasing it in order to gage whether or not it would be worth my time, and all praised The Girl's Guide to Starting Your Own Business (Revised Edition): Candid Advice, Frank Talk, and True Stories for the Successful Entrepreneur:

2 of 2 people found the following review helpful. Great info for the beginnerBy elviswomanI am in the pre-contemplation phase of starting my own business and this book has given me invaluable insight into the types of things I will need to prepare to deal with.I would not say this is a technical manual that tells you precisely how to start your own business. But it does present sort of an outline of all the different aspects you need to consider before going there. And there are several great "mini-interviews" throughout the book from actual business owners highlighting working examples of each subject the book touches on.I would recommend this book for non-MBA types, those who are in the "just thinking about it" phase of starting their own business but are unsure about what all is involved. For me this was a very illuminating read.3 of 3 people found the following review helpful. Highly RecommendedBy ChristineThis book has been so valuable to me. I'm not planning to start my own business right now, but it has given me the tools to plan for my future. It's very easy to read, I read it in a couple of days, and it's full of great advice. Topics range from "Are you up to the challenge?" self-evaluations, methods of funding, how to be a fair boss, communications technology, and general encouragement for women in business. It's also very realistic, and breaks down the positives as well as the negatives so that you know what you're getting into. This is a great book for any woman who is thinking about starting her own business, and is a perspective that you probably won't see in similar books.5 of 6 people found the following review helpful. Good, basic guide for those yet to start a businessBy She Reads and DreamsI enjoyed this book for the most part and found it really easy to read. I especially enjoyed the interviews with people already in business and the inspirational stories they told about their early years in business. I also appreciated the way the authors were happy to point out mistakes they had made in the course of starting their business. The cover of the book made it look like these were the ultimate career women, power suits, cocktails and basically Sex and the City starts a business. However the little stories the authors told about their own mistakes and battles humanised them and made me feel like I could relate to them.If you have already started your business, or bought a pre-existing business, I do not recommend this book. It is very much based on being a start up in the USA. As someone in Australia, a lot of the tax and small business information is not relevant which was annoying, but not unexpected.I also felt the book ended a little abruptly - I would have appreciated a final word encouraging word from the authors, even if it was brief and less than a page long.

Geared toward the unique challenges faced by self-employed businesswomen—and updated for the social media-driven, post-financial crisis world—The Girl's Guide to Starting Your Own Business offers solutions and advice for handling a range of issues, including how to write a business plan, how to secure funding, and how to hire (and fire) employees. Caitlin Friedman and Kimberly Yorio share practical information drawn from their own extensive experience in the public relations, marketing, and consulting fields. Their concise and engaging advice is explained through entertaining tips, lists, and quizzes that speak directly to women who are dreaming of starting, or have already started, their own businesses.

.com PR pundits and business owners Friedman and Yorio tackle the fear factor of women who want to quit their day job and build a business. They ask, "Are you the girl to run the show?" They answer with a sassy list of pros and cons ("You will be able to get to your child's school play, but you will think about money all the time.") and with tough questions ("Could you negotiate a reasonable rent with an unreasonable landlord?") Every chapter is packed with interviews, charts, quizzes and witty directives about self-employment. Among their greatest hits: what's in a name, choosing logos, ten inspiring business chick flicks, legal eagles, business speak and visibility in professional associations. Friedman and Yorio sweat the small stuff. They explain, for example, why you shouldn't eat spaghetti at a business lunch and how to ask revealing questions of a potential employee or computer consultant. The authors' premise, "let women be women" is most compelling when they explore the unique challenges women face—from finding female role models to being a boss "without being a bitch." They are on shakier ground with the arguable assumption that all women share distinct gender styles and strengths. This type casting and the "girl friend" tone can sometimes belittle the book's smart and strategic ideas for becoming the boss. Still, it is hard to imagine a more readable, practical book about the challenges of being in charge. --Barbara MackoffFrom Publishers WeeklyFriedman and Yorio take girl power corporate in their friendly guide for women who want to start their own business. The two media mavens (they started their own PR agency in 2000, after working as publicists at Broadway Books and Artisan, as well as other media companies) offer a lighthearted alternative to books that teach readers "how to sound like a man and think like a man." Clearly experienced, Friedman and Yorio know launching a business is no walk in the park. They warn readers of all the bad stuff that comes with being the boss: feeling out of sync with the rest of the world, having to manage employees, being forced to rely on customers and clients and being responsible for knowing about taxes. But they also exalt the pleasures of being in charge. Their book covers virtually every aspect of running the show in language that isn't industry-specific, so it doesn't matter what kind of business readers want to start. Friedman and Yorio move from assessing finances and writing business plans to hiring employees and advertising. Their advice is always sound, if at times obvious (e.g., eat breakfast before business meetings, so your stomach doesn't grumble). And they give readers a break from their relentless cheerleading with sidebars featuring interviews with other

successful female business owners, lists of inspirational "chick flicks" (like *Baby Boom* and *Sliding Doors*) and worksheets for calculating budgets. Their savoir faire and enthusiasm are infectious. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist

The authors, founders of a public relations and marketing firm, claim that when they formed their company they were unable to find an encouraging guidebook for women entrepreneurs. Having written their own, they offer women help both in determining the ideal business for their talents and in taking steps to develop it. They recommend becoming a "mensch," taking the high road in business dealings even if doing so costs a few extra dollars. Quizzes, checklists, and tips cover the challenges of being the boss, preparing a business plan, dealing with legal issues, recognizing the importance of marketing, and balancing family and work. Friedman and Yorio term their style "breezy in tone yet substantial in content"; it's not clear if this lighthearted approach to such a serious topic will appeal to women, but the content is thought provoking and important. Mary Whaley Copyright copy; American Library Association. All rights reserved