
Foreword

Using this book

This volume is meant to be used, and used often:

- **The management clues** that make up the main text may introduce you to business ideas or simply remind you of important steps to take as you run your business every day.
- **The resources** guide you to the best websites and books for entrepreneurs.
- **The Take Action activities** get you prepared. Try an activity or two from each challenge and find out now – is owning a business or managing a business for others a good step?
- **The note pages** are your space. Whether you attend one of Ms. Heard's seminars and use the pages to jot down key points, or you read the book and use the pages for reminders, plans, and the occasional dream ~ use the note pages to make the book your own.

One of the most important ideas in business is to keep it simple. We think this handbook does just that. So use it, enjoy it, and prosper.

- Editor



Contents

Challenges

1. First Things First	7
2. Planning Basics	25
3. Paperwork	49
4. Money & Time	63
5. Who's Buying?	87
6. People	103
7. Final Thoughts	125
Resources	142

