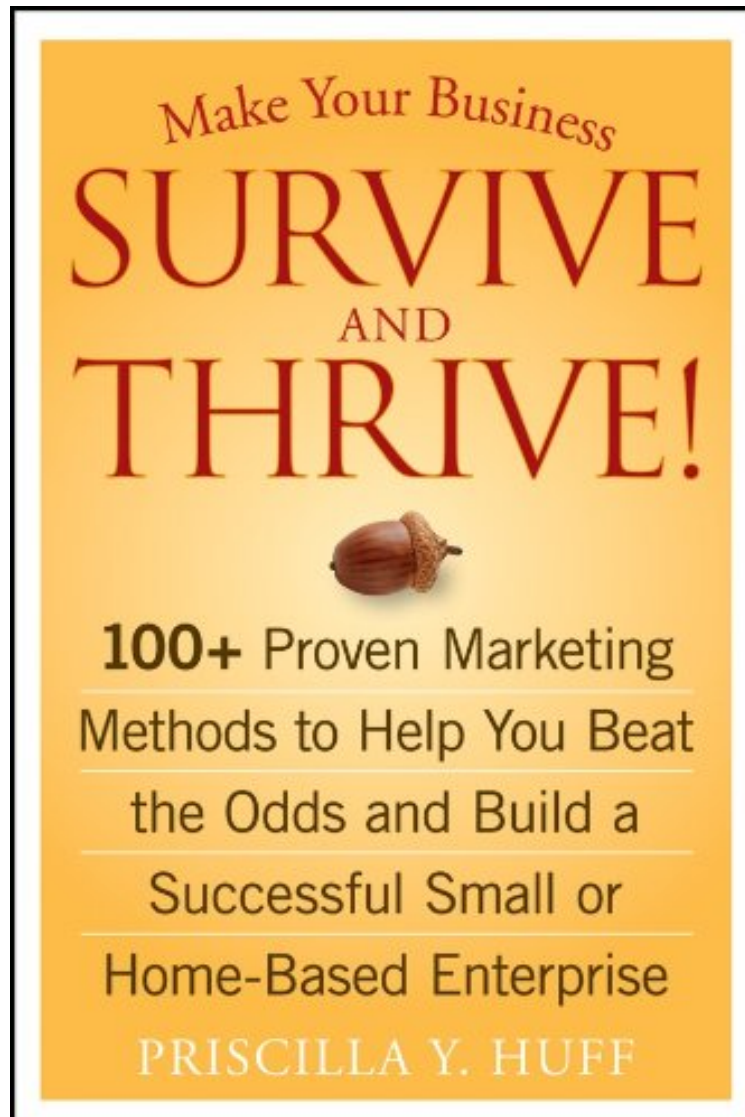


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If you're an entrepreneur, or you're just thinking of starting a business, start with this smart, practical guide to small business success. It shows you how to maintain healthy growth and profits—no matter what kind of business you own—and helps you get the most out of your limited resources. Grow your business and get on the fast track to success.

Business writer Priscilla Huff shows how any business, regardless of size, can grow at a healthy pace and continue to be profitable. She explains how to pick the right business to get into, how to put together a solid plan and adhere to it, how to find and keep your best customers, and how to manage your own time and money. Additionally, Huff provides instruction in the techniques of effective marketing. She provides a crash course in taking your business online. (Fort Worth Star-Telegram (Texas))

Put your business on the fast track to success! If you're an entrepreneur, or just thinking of starting a business, start with this smart, practical guide to small business success. In *Make Your Business Survive and Thrive!*, Priscilla Huff shows you how to maintain healthy growth and healthy profits—no matter what kind of small business you own. You'll get the most out of your limited resources when Huff shows you how to: Choose the right industry or niche Develop and stick to a great business plan Pick a great name and location Manage your time and your responsibilities Master essential marketing principles that will get you noticed Identify your ideal customers and markets Grow with smart financing and money management Balance the books and pay taxes on time Take your business online and grow even more *Make Your Business Survive and Thrive!* gives you the inside advice you need to take your business to the next level of success. It guides you past the challenges and trials that every small business owner faces and arms you with the confidence and knowledge to achieve the one goal all entrepreneurs share—growth! "Every entrepreneur should add this book to their business plan. With Huff's wise guidance and practical tips . . . it offers everything needed to build a profitable venture." —Ellen H. Parlapiano and Patricia Cobe, founders of MompreneursOnline.com "Helps take the guesswork out of starting, building, and maintaining your small or home-based business. It's packed with thousands of resources and takes you by the hand like your own personal coach." —Kim Essenmacher, consultant and founder of SmallBizpreneurs.com "Practical, easy-to-implement ideas and techniques you can put into action immediately." —Jim Donovan, author of *Handbook to a Happier Life*, www.jimdonovan.com

About the Author Priscilla Y. Huff is a business writer and author of articles and books on small and home-based businesses, with a particular focus on issues important to women entrepreneurs. She has written for such print and online publications as *Home Business Magazine*, *Small Business Opportunities*, and *Fortune Small Business*.