



The Reluctant Entrepreneur: Turning Dreams into Profits

Michael Masterson

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Intelligent strategies for starting and growing a small business with minimal personal financial risk

A comprehensive guide for entrepreneurs from one of the most successful business creators in recent years, *The Reluctant Entrepreneur: Turning Dreams into Profits* addresses the fears and misconceptions that many people have about starting their own businesses, walking prospective owners through the necessary decisions they need to make before even putting a business plan in place.

Presenting solid, reliable strategies based on author Michael Masterson's own successful practices, and debunking some common illusions entrepreneurs have about their businesses, the book is a vital resource for anyone looking to avoid the pitfalls that threaten fledgling companies.

- Packed with insights from an entrepreneur who has launched and sold dozens of business, presented in a lively and conversational style
- Some 600,000 new businesses are launched each year and with an uncertain economy, more and more people are looking for a stream of income separate from their 9 to 5 job
- Filled with highly applicable advice that budding and professional entrepreneurs can start using immediately

Essential reading for small business owners and both first time and established entrepreneurs, *The Reluctant Entrepreneur* presents the smart strategies on starting and growing a small business that can make launching your own company a cinch.

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