



School for Startups: The Breakthrough Course for Guaranteeing Small Business Success in 90 Days or Less (Business Skills and Development)

By Jim Beach, Chris Hanks, David Beasley

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The Beginner's Guide to Low-Risk Entrepreneurship

You want to start your own business, but "risk" isn't your middle name. You're not alone. Many successful entrepreneurs are averse to risk--but they have learned the tricks to working around it. And now you can too, with *School for Startups*.

This practical guide shows you how to build a business the smart way--without risking major assets such as your house, savings account, or health insurance.

You'll learn how to increase your chance of success by:

- Funding your venture without investors
- Entering international markets
- Taking full advantage of tools on the Web
- Marketing your product or service for little or no cost
- Deploying a third party to package and ship products
- Taking control of an existing business or franchise

The authors present hundreds of the best ideas for new businesses, along with case studies proving the effectiveness of their approach. Also included with the book is a code you can use to register for The Entrepreneur School (www.theentrepreneurschool.com), where you can access exclusive webinars and supplementary material.



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Editorial Review

About the Author

Jim Beach is a serial entrepreneur, Radio Host at School for Startups Radio, International Speaker, and founder of International Entrepreneurship (internationalentrepreneurship.com).

Chris Hanks is an entrepreneur and lecturer at the University of Georgia, where he is Head of the Entrepreneurship Program at the Terry College of Business.

David Beasley worked for twenty-five years as a reporter and editor for the Atlanta Journal Constitution. His stories have appeared in many publications, including the *New York Times*, *Bloomberg News*, and *GlobalAtlanta.com*. His new book "Without mercy: The Stunning True Story of Race, Crime and Corruption in the Deep South" comes out in January 2014.

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