



## **Make Your Business Survive and Thrive!: 100+ Proven Marketing Methods to Help You Beat the Odds and Build a Successful Small or Home-Based Enterprise**

*By Priscilla Y. Huff*

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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.

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## **Editorial Review**

### Review

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))

### From the Back Cover

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](http://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.

## **Users Review**

### **From reader reviews:**

#### **Travis Wysocki:**

Nowadays reading books be than want or need but also work as a life style. This reading routine give you lot of advantages. The benefits you got of course the knowledge the particular information inside the book this improve your knowledge and information. The info you get based on what kind of book you read, if you want send more knowledge just go with training books but if you want truly feel happy read one together with theme for entertaining like comic or novel. Often the Make Your Business Survive and Thrive!: 100+ Proven Marketing Methods to Help You Beat the Odds and Build a Successful Small or Home-Based Enterprise is kind of book which is giving the reader erratic experience.

#### **William Bellard:**

People live in this new moment of lifestyle always attempt to and must have the time or they will get lot of stress from both daily life and work. So , once we ask do people have time, we will say absolutely of course. People is human not really a robot. Then we consult again, what kind of activity are you experiencing when the spare time coming to an individual of course your answer can unlimited right. Then ever try this one, reading publications. It can be your alternative throughout spending your spare time, the particular book you have read is Make Your Business Survive and Thrive!: 100+ Proven Marketing Methods to Help You Beat the Odds and Build a Successful Small or Home-Based Enterprise.

#### **Elisabeth McBee:**

Playing with family in a park, coming to see the water world or hanging out with good friends is thing that usually you have done when you have spare time, subsequently why you don't try thing that really opposite from that. Just one activity that make you not experience tired but still relaxing, trilling like on roller coaster you have been ride on and with addition details. Even you love Make Your Business Survive and Thrive!: 100+ Proven Marketing Methods to Help You Beat the Odds and Build a Successful Small or Home-Based Enterprise, it is possible to enjoy both. It is very good combination right, you still desire to miss it? What kind of hang-out type is it? Oh seriously its mind hangout fellas. What? Still don't buy it, oh come on its referred to as reading friends.

#### **Brandon Phelan:**

Does one one of the book lovers? If yes, do you ever feeling doubt while you are in the book store? Aim to pick one book that you find out the inside because don't determine book by its deal with may doesn't work at this point is difficult job because you are frightened that the inside maybe not while fantastic as in the outside look likes. Maybe you answer might be Make Your Business Survive and Thrive!: 100+ Proven Marketing Methods to Help You Beat the Odds and Build a Successful Small or Home-Based Enterprise why because

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