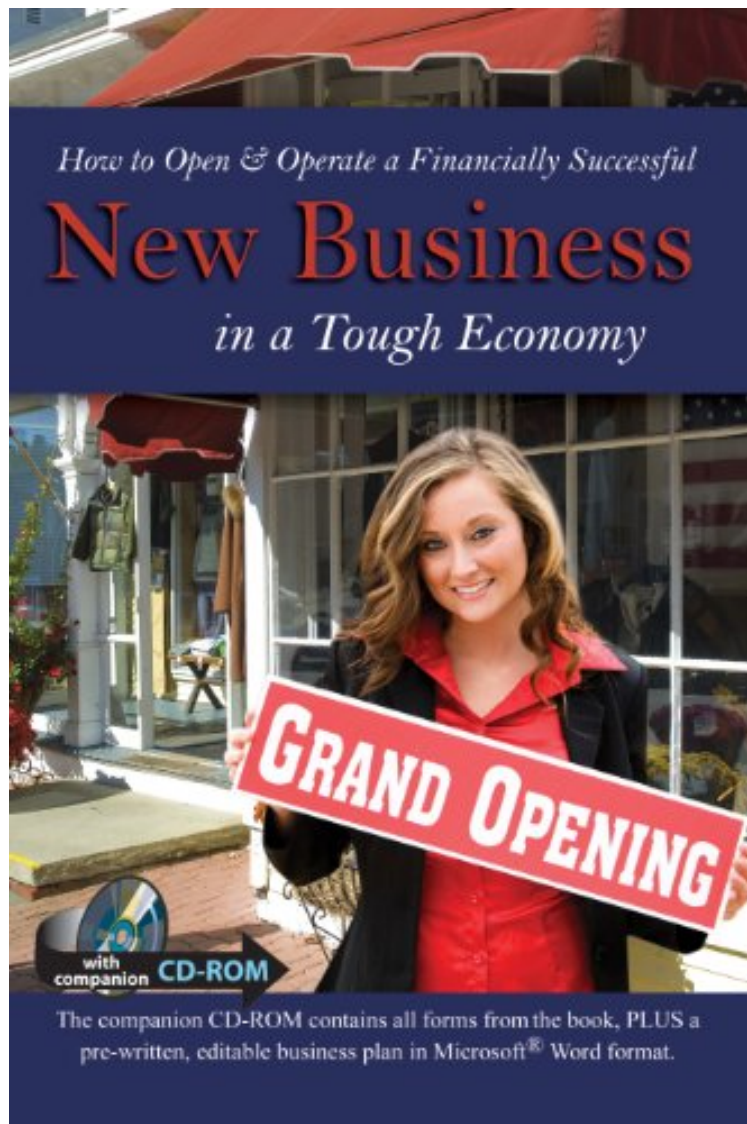


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## How to Open and Operate a Financially Successful New Business in a Tough Economy: With Companion CD-ROM

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Don't let a tough economy spoil your dream of starting a small business. Instead, gain the knowledge you need to save money in every aspect of your business so you can happily hang that Open sign on your door. You'll be glad to know that The American Recovery and Reinvestment Act of 2009 will have a significant positive impact on small businesses across America. About \$730 million is earmarked for the Small Business Administration, which could help your small business in several ways. This act is aimed to eliminate fees on SBA-backed loans, help small businesses meet debt payments, finance new lending, help staff a small business, and more. With this in mind, you may be ready to get started with your business idea. But how can you ensure success in an unwelcoming economy? **How to Open and Operate a Successful New Business in a Tough Economy: With Companion CD-ROM** is for any up-and-coming business owner who realizes the need to cut corners while maintaining excellent business practices, no matter your service or product. Every government initiative that will play a key role in helping your business save money and thrive will be outlined. You will learn the elements of a good business idea, how to create a business plan, how to conduct market research and choose your business location, and how to create a marketing plan according to your business, location, budget, and specific needs. This book will teach you about hiring employees who excel in several areas in order to save you money, as well as how to cut spending around the office. Learn about free marketing techniques, including social media and grassroots publicity. You will be instructed on how to build, maintain and update your own Web site and how to take advantage of search engine optimization.. Brand your business and choose your logo, stationery, and company environment. Also, discover the types of insurance and what your business needs according to size, number of employees, laws, and budget. This book will outline the ways to finance a business and how to determine what best suits your needs. Learn about the paperwork involved in opening a business, including determining your business status, researching zoning laws, filing a permit, obtaining a federal employer number, and starting bank information in your business name. Gain knowledge of how to hire a human resources employee to take care of payroll, benefits, insurance options, and daily company operations. Find out how to start with a small staff in order to save money while your business grows. We have spent hundreds of hours researching and interviewing business experts, economists, small-business owners, and marketing experts who have excelled in saving money. A CD-ROM is included that will provide worksheets and checklists, tax information, state-specific laws, and employee paperwork. Take your business idea and get started with confidence this book is an all-encompassing guide for opening a new business and saving money in a tight economy.