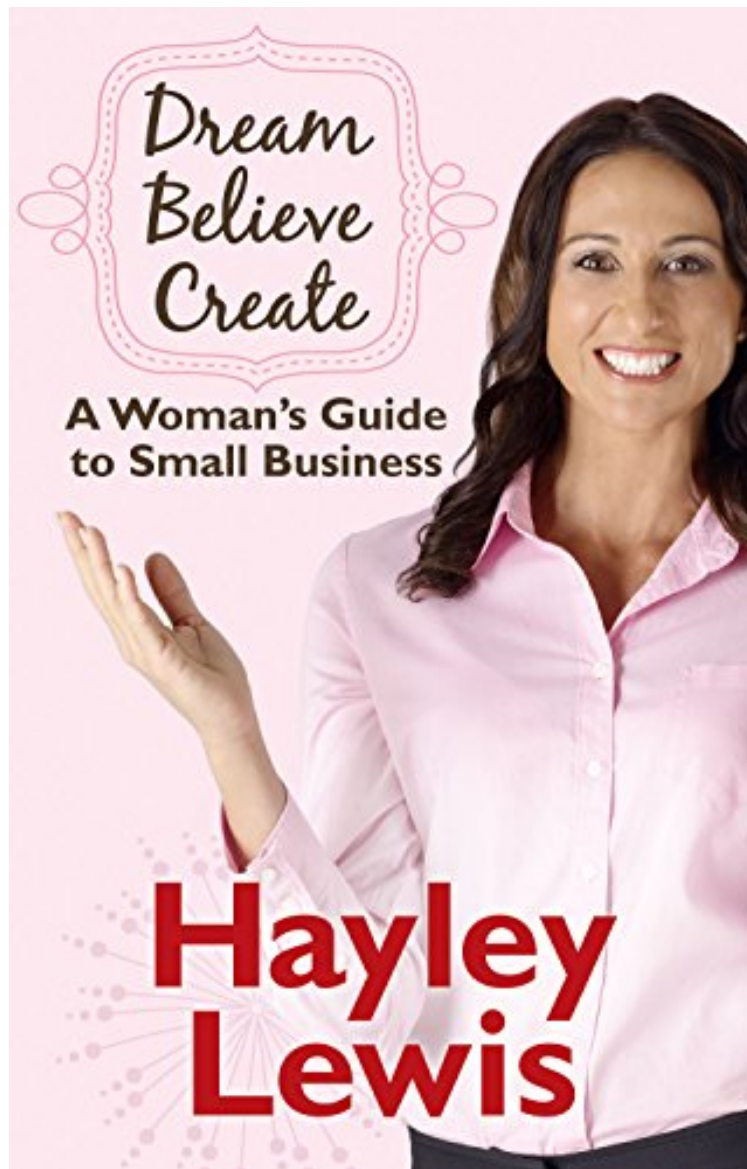


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Dream Believe Create: A Woman's Guide to Small Business

Hayley Lewis

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Hayley Lewis : Dream Believe Create: A Woman's Guide to Small Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Dream Believe Create: A Woman's Guide to Small Business:

A no-fuss, simple guide for every female that wants to start her own small business. Olympic and Commonwealth

Games champion swimmer Hayley Lewis had countless business ideas buzzing around in her head before she took the plunge and started her own small business. With no previous business training or on-the-job experience, she opened the first learn-to-swim school located in a major shopping centre in Australia. Drawing on her experience, both as a successful business woman and an athlete, Hayley gives a personal account of life in the small business world and guides you through all you need to know to start your own business, including: bull; researching your idea and your competition bull; creating a winning business plan bull; finding finance bull; getting the location right bull; marketing and building your customer base bull; hiring staff bull; staying motivated and maintaining a healthy work-life balance. With inspirational cases studies from enterprising women and practical information throughout, this book is for every woman who has ever dreamt of starting her own business.