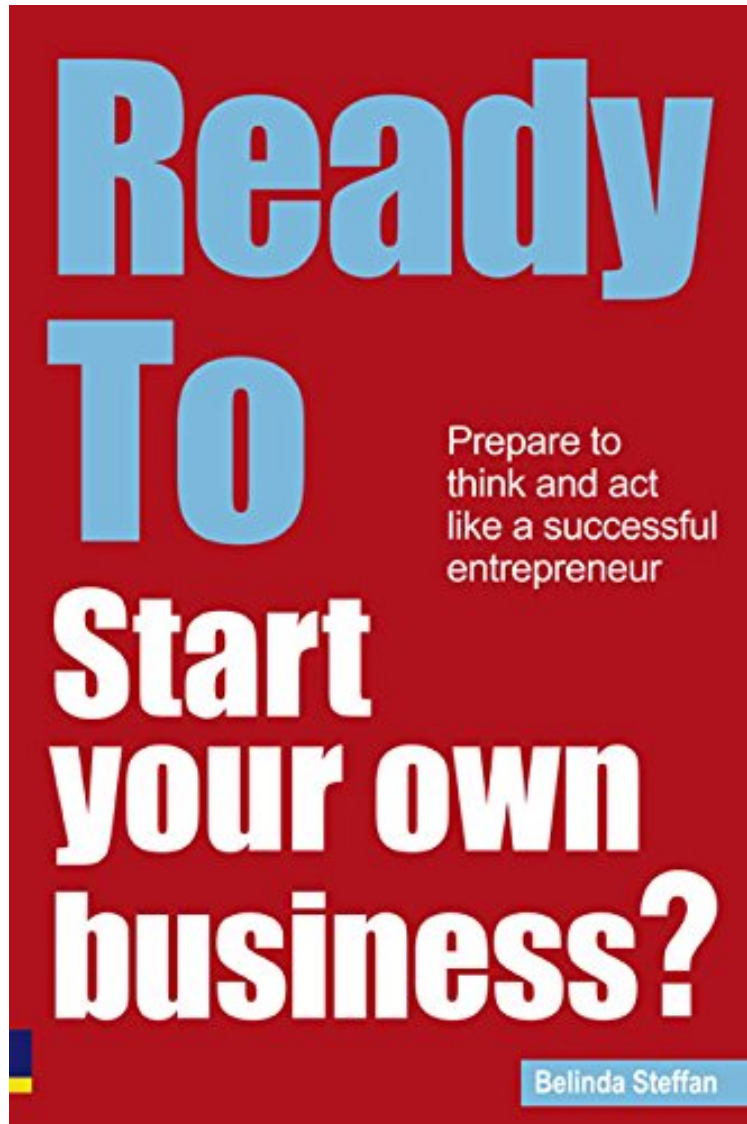


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## **Ready To Start Your Own Business?: Prepare to think and act like a successful entrepreneur**

*Belinda Steffan*

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Every year 400,000 people in the UK decide to start up their own business. Millions however are discouraged before

they even begin. Notorious for long hours and high failure rates, taking the step to start your own business is far from easy. The key to being successful is to ensure you know what the challenge entails from the very beginning and to be confident with your ability to make it work. Stop, wait and think...are you really ready to begin? *Ready To Start Your Own Business?* will ensure you are ready for the challenge. It will show you how to draw on your own strengths, skills and experiences and give you the confidence with all the key principles needed to start and operate a business successfully

From the Back Cover Are you ready to start and run a highly effective business? What does it take to get from a great idea to a successful business? Do you have what it takes? *Ready to Start Your Own Business* shows you how. It not only ensures you are ready for the challenge — that you know how to draw on all your strengths, skills and experiences — but that you feel confident with the fundamental principles of running a prosperous business. You'll find out what you need to do in your first 100 days of operations, how to think and act like a successful entrepreneur, make your idea, business plan and financials foolproof, and how to focus on long term plans and goals. Ready to start your own business? Read on... "Invaluable for anyone starting a business - it will keep any budding entrepreneur on track during the set up and development phases of their new business." Jason Cale, Partner, Ubiquity Capital Partners "This book offers great business advice. I wish I'd had it years ago." N.B. Leighton, Entrepreneur About the Author Belinda Steffan is a Chartered Management Accountant with over 12 years experience in the small to medium sized enterprise (SME) market, 10 of which has been based in London. Over this period, she has gained experience in business management at all levels from management accountant to finance director. She has successfully set-up, grown, operated and exited from small companies in industries including telecommunications, advertising/media, retail and tourism. Belinda features in the *Who's Who of Britain's Young Entrepreneurs* which aims at young directors who are part of successful, growing, reputable enterprises. She is also active in networking groups for women in business.