

# The **ENTREPRENEUR'S** Guidebook Series™

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best of its kind.*  
- Alan Caruba  
Bookview.com

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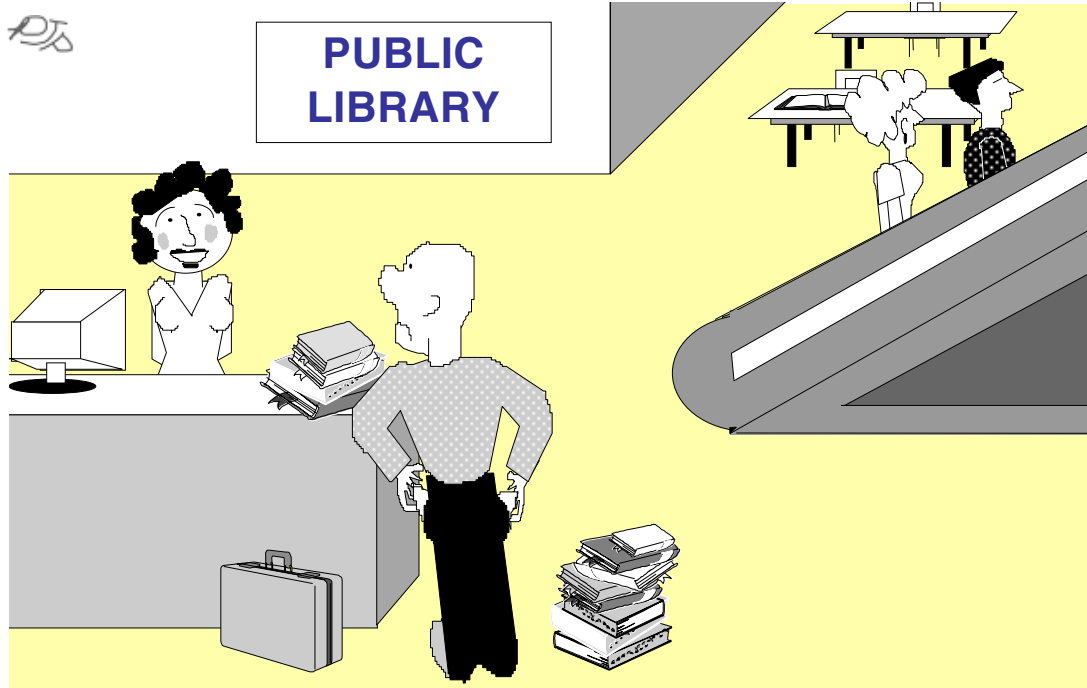
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## **CREATING A PERSONAL RESOURCE READING LIBRARY**

**A GOOD book is a book you would recommend to a friend without thinking twice. A good book is a book you would perhaps find difficult to share with others, at least not until you've read it cover to cover. A good book is also a book you would've paid up to ten times its cover price, because it's just that good.**

**However, good books and especially great books are not particularly easy to find. In fact, to find such books you might imagine yourself skimming through hundreds if not thousands of dusty hardcovers in the nooks and crannies of countless public libraries and local bookstores only to find a few of any worth.**

**Wouldn't it be better if you could get your hands on a list – a list compiled by someone who has already completed such a task? The following Guidebook contains such a list.**

## RESOURCE BOOKS

NO ONE book has all the answers. But a collection of books can start to narrow the gap. The following books were carefully selected from hundreds of titles to supplement information contained in *The Entrepreneur's Guidebook Series*. Each one is a gem. However, bear in mind that no business book is worth buying unless you actually read it, learn from it, and consult it for years after you have read it.

**NOTE** While it is not necessary to read every one of these books, you should have at least a few of them on your shelves for easy reference. All of books listed in this Guidebook may be ordered from your local bookseller, checked out at the library or ordered direct from the publisher. It should

*I am a part of all  
that I have read.*  
**JOHN KIERAN**

also be noted that selections followed by a 😊 are highly recommended reading while selections followed by a 🌟 are highly recommended purchases.

### Accounting & Taxes

**Basic Accounting for the Small Business** – *Simple Foolproof Techniques for Keeping Your Books Straight and Staying Out of Trouble* by Clive G. Cornish. Ninth edition published in 1992 by Self-Counsel Press, North Vancouver, B.C. (224 pages).

This book is targeted towards business owners who need to organize their financial matters, do preliminary bookkeeping, and make their accounting system easier and more accurate. It includes financial statements and gets into the specifics of sales, handling of cash, receivables, pay-

ables, expenses, payrolls and inventories. Sold in soft-cover, it is priced quite reasonably.

**Bookkeeping Made Simple** by Louis W. Fields. Revised edition published in 1990 by Doubleday, New York, N.Y. (144 pages).

Originally written in 1956 this book is *still* a great reference item. It is an easy-to-use guide to the basics of bookkeeping and has sold over 1 million copies.



**Keeping the Books** – *Basic Record-keeping and Accounting for the Small Business* by Linda Pinson and Jerry Jinerett. 3rd edition published in 1996 by Upstart Publishing Company, Dover, N.H. (224 pages).

Granted this book is dull but you may never again find in one place so many useful forms relating to subjects from quarterly budget analysis, to accounts payable and accounts receivable, to three-year income projections. There's also an exhaustive section on taxes complete with every IRS form imaginable. Think of this book as the accounting equivalent of eating your spinach.

## Business Ideas

### **1001 Businesses You Can Start From Home** by Daryl Allen Hall.

Published in 1992 by John Wiley & Sons, Inc., New York, N.Y. (292 pages).

This book offers short one-paragraph descriptions of 1001 businesses. It covers everything from advertising and animals to vending and writing.



**101 Best Businesses To Start** by

Sharon Kahn and the Philip Lief Group.

Revised edition published in 1992 by Doubleday, New York, N.Y. (561 pages).

Includes 101 small businesses with big futures. Many of which are considered to be easy-entry, high-profit, personally rewarding businesses that are positioned for explosive growth. Each business profile includes details on the financial picture, start-up costs, franchise pros and cons, staffing, marketing, profitable spin-offs, pitfalls to avoid, and resources. This book includes opportunities for the 90s and a

*Probably no function of business has such a prolific literature, written over as long a span of history, as does the field of accounting. Its roots go back to the year 2000 B.C. with early records of Babylonian and Egyptian businessmen found preserved on clay tablets and papyrus rolls.*

**LORNA M. DANIELLS***Business Information Sources*

chapter devoted to environment-related businesses, considered to be a hot growth area in small business enterprises.

**555 Ways to Earn Extra****Money** by Jay Conrad Levinson.

Revised edition published in 1991 by Henry Holt and Company, New York, N.Y. (422 pages).

Whether you want to supplement a full-time job or put together a network of part-time endeavors and give up the old 9-5 rat race completely, this revised and updated book by the author of the best sellers, "Guerrilla Marketing" and "Guerrilla Financing" is jam-packed full of useful ideas. Covers topics ranging from moving and

storage services to teaching English as a second language.

**Contracting Your Services** by Robert L. Davidson. Published in 1990 by John Wiley & Sons, New York, N.Y. (256 pages).

Shows you how to succeed in a huge and rapidly growing sector of the economy requiring professional men and women as independent contractors. Covers most of what a new entrepreneur needs to know about setting up shop and finding help, including: bookkeeping tax logs; forms and contracts; licensing and insurance; business, marketing and financial planning; prospecting and promotions; bids and proposals; and collections and payment plans.

*"Contracting Your Services" shows you how to succeed in a huge and rapidly growing sector of the economy requiring professional men and women as independent contractors.*

**Entrepreneur Magazine's 168 More Businesses Anyone Can Start and Make a Lot of Money** by the Editors of Entrepreneur. 2nd edition published in 1991 by Bantam Books, New York, N.Y. (221 pages).

This book is simple reading, geared towards would-be entrepreneurs ready to take action. Hot ideas range from low-investment start-ups all the way to super high-tech innovations. Included are sections covering careers in the food services personal services, business services, computer-related fields, retail sports and entertainment. Shows you how, for an investment as low as \$600, you can realize profits as high as \$100,000 per year and gain financial freedom from:

- air-expressed food, satisfying the cravings of the homesick
- apologies or thank yous to go, personal messages with a new twist
- brown bag deluxe lunches, catering to the lunch-at-the-desk crowd
- mobile bookkeepers, helping small businesses keep track of finances
- private mailbox services, no inventory, no hassles
- shaved ice parlors, the “hottest” dessert from Hawaii

**Entrepreneur Magazine Small Business Advisor, The** Published in 1995 by John Wiley & Sons, New York, N.Y. (665 pages, US\$19.95 CAN \$27.95).



This giant, 664-page, A-to-Z reference guide on everything from choosing a location and getting SBA loans to going public, is very useful, but a little overwhelming. Lists associations, trade periodicals, online services, software, and government agencies. Includes definitions of key business terms.

**Entrepreneurial Megabucks – *The 100 Greatest Entrepreneurs of the Last 25 Years*** by A. David Silver. Published in 1985 by John Wiley & Sons, Inc., New York, N.Y.

As of 1985, the 92 men and 8 women biographically highlighted in this book had aggregated approximately \$100 billion, all on a combined \$15 million of initial capital and created or saved an estimated four million jobs. *Megabucks* outlines an entre-

preneurial “process” involving the birth, problems, solutions, team chemistry, and extraordinary growth of companies.

**Rodale’s Book of Practical Formulas** by Paula Dreifus Bakule, Editor. Published in 1991 by Rodale Press, Emmaus, PA (456 pages).

This book contains over 500 easy-to-make and easy-to-use natural formulas for everyday product needs from: concrete to potpourri, skin moisturizer to roach powder, and potting soil to dry dog shampoos. If you are looking for inspiration for new household, health, beauty, home repair, gardening or cooking products, this book is a great place to start.

*Any book that outlines formulas for making products can be a valuable resource guide, giving you insights into manufacturing and production processes.*  
**SUPERTIP**

## Copywriting & Advertising

**Cash Copy** by Jeffrey Lant. 2nd edition published in 1992 by JBL Publications, Cambridge, MA (480 pages).

If you have ever been stuck when writing a direct mail letter, brochure, news release, cover letter, catalog copy, or advertisement, this book will open up new possibilities for you. Chapter 11 on selling solutions is alone worth the price of the entire book. Highly recommended. 😊

**The Copywriter’s Handbook – A Step-by-Step Guide to Writing Copy that Sells** by Robert W. Bly. Soft-cover edition published in 1990 by Dodd, Mead, New York, N.Y. (354 pages).

This book reveals proven selling tech-

niques useful for writing publicity releases and promotional brochures as well as advertisements. Includes 8 headlines that work, 11 ways to make your copy more readable, 15 ways to open a sales letter and much more.

**Handbook for Public Relations Writing** by Thomas Bivins. 3rd edition published in 1996 by NTC Business Books, Lincolnwood, Ill., (252 pages).

As an easy and enjoyable review of the nuts and bolts of public relations writing, this book has a place on every practitioners bookshelf. Rich in illustrations, case studies and assignments, it shows readers how to write for and produce the key PR formats, in print and broadcast, media: press releases, PSAs,



annual reports, newsletters, magazines, trade journals, brochures, print ad and speeches and presentations. Includes section on the tremendous impact of desktop technology on the entire communications industry.

**How To Write a Good Advertisement** by Victor O. Schwab. Published in 1962 by Wilshire Books, North Hollywood, CA (227 pages).

This book contains excellent ideas on human motivation in addition to showing you how to write a good advertisement. It features 100 good headlines with explanations why they worked.

**Secrets of a Free-Lance Writer How to Make \$85,000 a Year** by Robert W. Bly. Published in 1990 by Henry Holt and

Company, New York, N.Y. (354 pages).

This is an excellent book on the art of copywriting. It presents lots of advice on how to write copy that sells, including 8 headlines that work, 10 characteristics of successful print ads, 11 ways to make your copy more readable, 15 ways to open a sales letter, and much more. It also includes a section on how to make a living as a copywriter. Highly recommended. 😊

**Slogans** by Laurence Urdang and Ceila Dane Robbins. Published in 1984 by Gale Research Company, Detroit, Mich., (556 pages).

This book is a collection of more than 6,000 slogans, rallying cries used in advertising, political campaigns, popular causes

and movements to urge people to take action. From *Adhesives* to *Writing Instruments*.

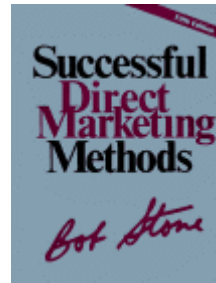
## Direct Marketing

**Direct Marketing Handbook** by Edward Nash, editor. Published in 1984 by McGraw-Hill, New York, N.Y. (944 pages).

This is a classic in its field. It covers everything from planning to budgeting, design to production, and execution to fulfillment. Highly recommended. 😊

**Successful Direct Marketing Methods** by Bob Stone. 5th edition published in 1994 by NTC Business Books, Lincolnwood, IL (654 pages).

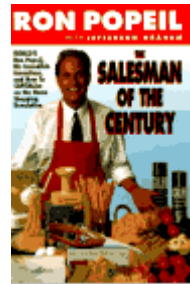
The professional's direct marketing bi-



ble, this book is not for beginners. However, for anyone, with even an iota of experience in direct marketing, this book will quickly pay its own way. It is a superb overview of the entire business of direct marketing, and in the opinion of many, the best book on direct marketing available anywhere. Worth keeping on your reference shelf for easy use at all times. Highly recommended. 😊

**The Greatest Direct Mail Sales Letters of all Time** by Richard S. Hodgson. Published in 1986 by Dartnell Corporation, Chicago, (450 pages).

This compilation features 100 of the most effective direct mail sales letters of all time-in their entirety. Plus, it examines why each letter worked. A superb idea stimula-



tor. Before buying a copy check if your library has one. If you read these letters, you may find yourself wanting to buy what they're selling.

**The Salesman of the Century – *Inventing, Marketing, and Selling on TV: How I did it and How you can too!*** by Ron Popeil. Published in 1996 by Dover, New York, N.Y. (290 pages).

Infomercial super guru/marketer Ron Popeil has written this easy-to-read book to help others achieve success marketing their own products and inventions. Each page is packed with insights and anecdotes.

Specifically, Popeil shows how to select and create inventions that literally sell themselves, how to get working prototypes

built at reasonable prices, how to make old patents marketable by applying the latest technology, how to make up to \$100,000 a year demonstrating products at county and state fairs, how to break into the \$2.5 billion home shopping revolution, and how to use his own unique advertising and infomercial techniques to make an invention a household word! Highly recommended, fun reading. 😊

## Financial Planning

### **1001 Ways to Cut Your Expenses**

by Jonathan D. Pond.  
Published in 1992 by Dell, New York, N.Y.  
(288 pages).

Looking for inspiration to reduce your personal and business overhead? Highly recommended. 😊

*Men without education are condemned to live as outsiders, outside the twentieth century, foreigners in their own land.*

**ROBERT F.  
KENNEDY**

**673 Ways to Save Money** by Janet Arnett. Published in 1987 by Fitzhenry & Whiteside, Markham, Ontario (110 pages).

### **How to Build a Real Estate Money Machine**

by Wade B. Cook. 3rd edition published in 1986 by United Support Association, Kent, WA (221 pages).

This is a classic on the subject and is available in most major bookstores and libraries.

**Nothing Down – Dynamic New High-Profit, Low-Risk Strategies for Building Real Estate Wealth in the '90s** by Robert G. Allen. Revised edition published in 1990 by Simon and Schuster, New York (362 pages).

Allen presents an interesting concept,



buying houses with no money. However, his advice should be taken with a grain of salt. There is no doubt that money can be made in real estate, however one has to love tenants, making the deal, and owing large amounts of money to creditors.

**Take Your Money and Run** by Alex Doulis. Published in 1994 by Uphill Publishing Ltd., Toronto, Ont. (186 pages).

The true story of how one Canadian, tired of exorbitant taxes, withdrew his money and RRSP's, left Canada, and now lives tax-free happily ever after . . . legally.

**The Wall Street Waltz – 90 visual perspectives** by Kenneth L. Fisher. Published in 1987 by Contemporary Books, Inc., Chi-



cago (210 pages).

Presents 90 investment lessons to be learned regarding financial cycles and trends. Each two-page lesson uses a full-page graph or chart to illustrate its point. Highly recommended. 😊

**More Wealth Without Risk** by Charles J. Givens. Published in 1995 by Simon and Schuster, New York (578 pages).

Comes in both Canadian and American editions. Summarizes over 300 financial investment and savings strategies. Straightforward reading. Highly recommended. ☆

## Franchising

**Franchising for Free – How to Own Your Own Business Without Investing Your**

*Own Cash* by Dennis L. Foster. Published in 1988 by John Wiley & Sons, New York (229 pages).

This book concentrates on financing and budgeting for a small business. Includes a list of 250 franchises that offer financial assistance.

**Owning Your Own Franchise** by Herbert Rust. Published in 1991 by Prentice-Hall Canada, Incorporated, Scarborough ON. *Canada has the second-largest franchise industry in the world.*

This book is a helpful, easy-to-understand guide to franchising, including a section on the most common mistakes made by franchise owners, and tips on getting to know the franchiser and getting an accurate fix on start-up costs. Herbert Rust, the author, is a president of a fran-

chise-consulting company. Recommended. 😊

**The 50 Best Low-Investment High Profit Franchises** by Robert Laurence Perry. 2nd edition published in 1994 by Prentice Hall, Englewood Cliffs, N.J. (293 pages).

This detailed book gives specific information on selected franchise opportunities. Franchises are organized into sections by cost, from “Franchises with Fees of \$5,000 or Less” to “Franchises with Fees Greater than \$20,000.”

**The Complete Franchise Book** by Dennis L. Foster. Published in 1989 by Prima Publishing and Communications, Rocklin, CA (249 pages).

This book is written in an accessible style and includes sections entitled “The Anatomy of a Franchise,” “The Franchise Quest,” and “Franchising in Action.” There are also appendixes containing a sample franchise agreement, a sample Uniform Franchise Offering circular, and information on where to find franchise opportunities. Dennis Foster, the author, is the president of a franchise-consulting firm and gives Franchise Formula seminars.

**The Complete Guide to Franchising in Canada** – *How Franchising Works* by Ted LeValliant. Published in 1992 by Macmillan Canada, Toronto, ON (245 pages).

Canada has the second-largest franchise industry in the world, and serves as a

*Education is learning what you didn't even know you didn't know.*

**DANIEL J. BOORSTIN**

gateway to the United States for European franchisers. Includes, the elements of good franchising; how the franchiser-franchisee relationship works; how to create or assess a franchise program, key legal considerations; tax aspects of franchising in Canada; and global opportunities for Canadian franchisers and franchises.

**The Franchise Annual** – *The Original Franchise Handbook and Directory* by Ted Dixon, editor/publisher. Published yearly by Franchise News Inc., a division of Info Press Inc. (331 pages).

Provides basic information to the prospective franchisee in order to make general comparison and informed judgments. The 1996 edition lists 2,338 American franchisers, 820 Canadian franchisers, and

470 overseas franchisors (Cdn\$40). To get a copy, write to Info Franchise News, Inc., 9 Duke St., PO Box 670, St. Catharines, Ontario, Canada L2R 6W8 or call 905/688-2665. Fax: 905/688-7728. URL: <http://infonews.com/franchise>

## Home-based Businesses

### Managing the One-Person

**Business** by Mary Jean Parson.

Published in 1987 by Dodd, Mead & Company, New York.

This book acts as a resource guide for one-person businesses. Well-laid out, though at times difficult reading.

**Guerrilla Marketing for the Home – Based Business** by Jay Conrad Levinson & Seth Godin. Published in 1995 by Houghton Mifflin (240 pages, USA \$11.95



CAN \$17.95).

Part of the 12-book Guerrilla Marketing series (1 million copies in print), this book is the little guys marketing bible. Works well because it's focused. Levinson was once asked to recommend a small business marketing book, but when he went to the library, he couldn't find one. So, he decided to write one. He is now the chairman of consulting firm Guerrilla Marketing International.

## Mail Order Businesses

**Building a Mail Order Business** by William A. Cohen. 4th edition published in 1996 by John Wiley and Sons Inc., New York. N.Y.

This book contains over 150 illustrations, case histories, graphs, and check-

lists to show, both beginner and professional alike, exactly what to do to build a successful mail-order business. Highly recommended. 😊

### **Direct Mail and Mail Order Handbook**

by Richard Hodgson. 3rd edition published in 1980 by Dartnell, Chicago (1555 pages).

This classic is so full of information that you won't be able to digest it all in one reading. It's the kind of handbook you'll come back to again and again as you carry out your direct marketing promotions. Highly recommended. 😊

**How to Get Rich in Mail Order** by Melvin Powers. Published in 1980 by Wilshire Books, North Hollywood, CA (336



pages).

Melvin has been publishing books, both his own and others, for over 25 years (and has sold millions of dollars worth of books). This book is jam-packed with examples of successful mail order ads and promotions. However, the primary focus is on selling information by mail.

**How I Made \$1,000,000 in Mail Order and You Can Too!** by E. Joseph Cossman. Published in 1984 by Simon & Schuster, New York, N.Y. (267 pages).

Cossman is famous for his one-shot mail order promotions such as ant farms, spud guns and fish lures. This book presents a common sense, step-by-step procedure for promoting a single item via mail order. It

has some very creative direct marketing ideas.

**How to Start and Operate a Mail Order Business** by Julian Simon. 5th edition published in 1993 by McGraw-Hill, New York, N.Y. (538 pages).

This comprehensive book covers everything you need to know about starting and operating a successful mail-order business. It's a first choice book for an introduction to the mail order business and should be kept on your reference shelf at all times for easy reference. Highly recommended. 😊

**How You Too Can Make At Least \$1 Million (But Probably Much More) In the Mail-order Business** by Gerardo

Joffe. 3rd edition published in 1992 by Self-Counsel Press, North Vancouver, B.C. (384 pages).

Good introductory material here at a cheap price. A bit dated though.

## Marketing & Management

### **Customer Service for Dummies**

by Karn Leland and Keith Bailey. Published in 1995 by IDG Books Worldwide, Inc. (345 pages).

Internationally acclaimed customer service consultants, Leland and Bailey have written this guide to help teach you the techniques and attitudes required to provide great customer service to your customers (includes cartoons for fun by Rich Tennant).

Specifically, they show you how to:

*The art of being wise is knowing what to overlook.*

**WILLIAM JAMES**

- develop staff training programs for service excellence
- evaluate your company's commitment to service and how to improve it
- improve communication with tips on body language, tone of voice, and telephone etiquette etc.
- understand your customer's needs through surveys, questionnaires, and focus groups



**Guerrilla Marketing** – *Secrets for making big profit from your small business* by Jay Conrad Levinson. Revised and updated edition published in 1993 by Houghton Mifflin Company Plume Publishing, New York, N.Y. (258 pages).

When *Guerrilla Marketing* was first published in 1983, Jay Levinson was the first

person on the block with an innovative take-no-prisoners approach to marketing for the small business owner. His book became the quintessential marketing survival manual for small businesses.

This new revised and updated edition for the 90's, includes all the strategic offense and defense tools you need to blast your competition and explode your profits. It is filled with hundreds of solid ideas that really work (a.k.a. marketing weapons).

Jay Levinson is a master advertiser himself and writes in an easy, energetic and straightforward manner. He is the president of his own marketing and consulting firm. Remember, it's a war out there! Highly recommended. 🌟

**How to Get Publicity** by William Parkhurst. Published in 1985 by Times Books, New York, N.Y. (245 pages).

Written by a former publicist, this is a superb book about getting publicity from major publishers. Clear and easy to read, it provides detailed advice on how to work with major media to obtain free publicity.

**In Search of Excellence – Lessons from America’s Best-Run Companies** by Thomas J. Peters and Robert H. Waterman Jr. Published in 1982 by Harper & Row Publishers, New York, N.Y. (360 pages).

In this book, the author explains eight basic principles common to successful companies and management styles. Every

owner-manager can discover numerous instantly useful lessons in this book.

**Innovation and Entrepreneurship** by Peter F. Drucker. Published in 1985 by Harper & Row, Publishers, New York, N.Y. (278 page).

Drucker presents in this book for the first time innovation and entrepreneurship as a purposeful and systematic discipline. He examines the challenges and opportunities of the most important development in America’s economy the emergence of a new entrepreneurial economy that has completely transformed American business, the American work force, and American society is the last ten to fifteen years. He believes this transformation is based on systematic innovation, entrepreneurial management, and entre-





preneurial strategies. One of his guiding principles is based on the premise of “feeding opportunities and starving problems.”

**Marketing Manager’s Handbook** by Stuart H. Britt. Published in 1983 by Dartnell, Chicago (1135 pages).

A complete reference work for any marketing manager, this book covers everything from planning your marketing strategy to dealing with the resulting sales. This is one of several superb Dartnell handbooks on marketing and promotions. Since this book is huge, you will

*With decades of teaching and over two dozen books to his credit, Peter Drucker’s is an oracle of business and a guru of entrepreneurs. He is one of the most influential and widely read thinkers and writers on modern organizations and their management. His books have been bestsellers in the U.S. and in many of the more than twenty languages into which they have been translated.*

**FUNFACT**

need several weeks, even years, to digest all its details. Highly recommended. 😊

**Mexico Business** – *The Portable Encyclopedia for Doing Business with Mexico* edited by Edward G. Hinkelman. Published in 1994 by World Trade Press, San Rafael, CA (488 pages).

*Mexico Business* is part of a series of guides published by World Trade Press called the *Country Business Guide Series*. It contains a comprehensive view of Mexico’s economy and business life and like each of the other guides in this series, covers 25 key business-related topics. Some of the

topics include:

- Business Dictionary in Local Language
- Business Culture & Etiquette
- Business Formation & Entities
- Business Law
- Corporate Taxation
- Current business & Political Issues
- Demographics
- Export Policy & Procedures
- Financial Institutions
- Foreign Investment
- Import Policy & Procedures
- Industry Review
- International Payments

- Marketing
- Trade Fairs

World Trade Press also publishes guides for Hong Kong, Japan, Korea, Mexico, Singapore and Taiwan.

*Knowledge is  
the antidote to  
fear.*

**RALPH WALDO  
EMERSON**

**Packaging Design An Introduction** by Laszlo Roth. Published in 1990 by Van Nostrand Reinhold, New York, N.Y. (212 pages).

This book is written by a preeminent designer and teacher in the field of packaging. It is a highly readable and indispensable guide to all aspects of the packaging profession for the design student as well as working package designers. It is one of the most comprehensive books of its kind available.

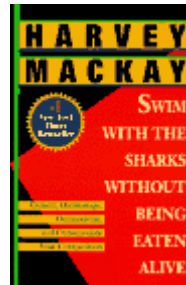
**Start and Run A Profitable Consult-**

**ing Business** by Douglas A Gray. Published in 1990 by Self-Counsel Press, Vancouver, BC (232 pages).

This book is a handy know-it-all book that provides essential information and practical step-by-step guidelines to assist in starting and developing a successful and profitable consulting business.

**Start-up Telemarketing – How to Launch a Profitable Sales Operation** by Stanley Leo, Fidel. Published in 1987 by John Wiley and Sons Inc., New York, N.Y. (287 pages).

This book is considered one of the best books on telemarketing, period. It is simple to read, direct, and to the point. Comes complete with a sample telemarketing



manual including all the forms you'll need plus a phone presentation guide to answer questions and overcome objections. Highly recommended. 😊

**Swim With the Sharks Without Being Eaten Alive – *Outsell, Outmanage, Outmotivate & Outnegotiate*** by Harvey Mackay. Published in 1988 by William Morrow and Co., Inc., New York, N.Y. (218 pages).

This book is a highly acclaimed and insightful look at what it takes to be successful in business. Harvey Mackay shares his ideas, secrets, and experiences on how to “outsell, outmanage, outmotivate, and outnegotiate your competition.” *Sharks* is divided into 69 lessons and 19 quickies. Highly recommended. 😊

**The One Minute Manger** by Kenneth Blanchard, Ph.D, and Spencer Johnson M.D. Published in 1982 by Morrow, New York, N.Y. (112 pages).

The purpose of this book is to help people “produce valuable results, and feel good about themselves . . .” The book’s concepts are developed within a storyline featuring the adventures of a bright young man as he discovers and applies management principles. OMM includes sections on “One Minute Goal Setting,” “One Minute Praisings” and “The One Minute Reprimand.”

**Thriving on Chaos – Handbook for a Management Revolution** by Tom Peters. Published in 1987 by Alfred A. Knopf, Inc.,

*Master books, but do not let them master you. Read to live, not live to read.*

**EDWARD  
BULWER-  
LYTTON**

New York (561 pages).

In 1982, Tom Peters co-authored a much-heralded book titled, *In Search of Excellence*. A sequel, *A Passion for Excellence*, came out in 1985. Both best sellers extolled the principles of managerial excellence and cited examples of companies that employ these principles. But *Thriving on Chaos* opens with the radical thesis, “there are no excellent companies.”

Peters now argues that even the paradigm cases of well-managed companies from Citicorp to IBM, from Intel to Hewlett Packard are undergoing economic trauma. Peters now emphasizes a leadership that “loves Change,” embraces quality consciousness perceives

human resources as assets, seeks market fragmentation (differentiation through market niche-orientation), and fosters short-run specialization manufacturing. Highly recommended. 😊

## Printing & Publishing

**1001 Ways to Market Your Books – For Authors and Publishers** by John Kremer. Published in 1987 by Ad-Lib Publications, Fairfield, IA (448 pages).

This book features more than 1000 tips, techniques, and examples of how you can market your books more effectively. It covers traditional markets as well as special sales, subsidiary rights, direct mail, telemarketing, foreign sales, and much more.

*The more you read, the more you will succeed.*  
**SUPERTIP**

**Book Publishing, a Basic Introduction – New Expanded Edition** by John P. Dessauer. Published in 1989 by the Continuum Publishing Company, New York, NAY (260 pages).

This book has been recognized as the essential introductory text for anyone interested in the profession of publishing: what it is, what it does, and how it works. Includes sections on: how books are created, how books are manufactured, how books are marketed, how books are stored and delivered, and how publishers finance, plan, and manage. It lacks however an in-depth section on DTP publishing and how it is poised to change the publishing industry. Highly recommended. 😊

**Getting it Printed** by Mark Beach. Re-

vised edition published in 1993 by North Light Books, Cincinnati (199 pages).

This book tells you how to work with printers and graphic arts services to assure quality, stay on schedule, and control costs. In more detail, it covers everything from planning the printing job, writing specifications, requesting quotations, working with typesetters, preparing camera-ready copy, proofing, and working with your printer to get the best job. Every printer and printing buyer should get this book. Highly recommended. 😊

**Looking Good in Print** by Charles Parker. 4th edition published in 1996 by Vantanna Press, Chapel Hill, NC (448 pages).



It doesn't get better than this. This is an excellent DTP design book and is recommended before all others. Shows how to use computers to design and produce more effective brochures, newsletter, manuals, and catalogs. Has sold over 400,000 copies. Highly recommended. 😊

**The Complete Guide to Self-Publishing** – *Everything You Need to Know to Write, Publish, Promote, and Sell Your Own Book* by Tom and Marilyn Ross. 3rd edition published in 1994 by Writers Digest Books, Cincinnati, OH (432 pages).

This newly revised and expanded soft-cover edition of the classic guide presents many book-marketing ideas, both creative and practical. It lists contacts and compa-

nies that help see to publication of a book at the author's expense. It also lists short-run book manufacturers, libraries and stores which handle self-published books, and other companies and organizations of assistance in self-publishing.

**The Desktop Publisher's Legal Handbook** by Dan Sitarz. Published in 1989 by Nova Publishing, Carbondale, IL, (240 pages).

This handbook is full of practical advice in plain English on how to recognize and avoid legal problems in publishing. It includes a clause-by-clause discussion of the pros and cons of a model book-publishing contract.

**The Self-Publishing Manual – How to**

*"The Self-Publishing Manual" is the most comprehensive and informative book about self-publishing on the market today.*

*Write and Sell Your Own Book* by Dan Poynter. 8th edition published in 1995 by Para Publishing, Santa Barbara, CA (464 pages).

This book is the most comprehensive and informative book about self-publishing on the market today. If you can afford to buy only one book on publishing, buy this book. There is none better. It lists wholesalers, reviewers, exports, suppliers, direct mailing list sources, publishing organization, and others of assistance in publishing. Dan Poynter has published over 20 books as a one-man publishing firm and has sold well over \$2,000,000 worth of books. In this book, he takes you step by step from idea, through manuscript, printing, promotion, sales, and more. Highly

recommended. 😊

## Personal Growth

**Awaken the Giant Within** by Tony Robbins. Published in 1991 by Summit Books, New York, N.Y. (539 pages).

Tony Robbins shows you how to take immediate control of your mental, emotional, physical and financial destiny; how to eliminate self-sabotage; and how to align your values and beliefs so that you not only achieve your goals but also experience the fulfillment you deserve.

Every page bursts with well-researched and immediately practical guidelines for concentrating your thoughts and emotions on the attainment of your goals. Highly recommended. 😊



**E-Myth, The and sequel E-Myth Revisited, The** By Michael E. Gerber. Published in 1986 and 1995 by HarperBusiness (194 pages, softcover USA \$15.00 CAN \$21.00).

This entrepreneurial cult classic is a psychological prep course that puts you in the right mind-set to be an entrepreneur. Helps if you're introspective. Evangelical Gerber was a former sax player, carpenter and divisional sales manager for Grolier. He launched E-Myth Academy, where small business owners pay about \$750 a month for his advice (over 300,000 copies in print).

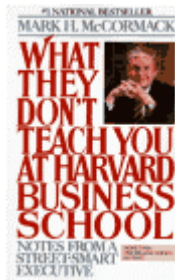
**Psycho-Cybernetics – A New Way to Get More Living Out of Life** by Maxwell Maltz, M.D. Published in 1960 by Wilshire Book Co., Hollywood, CA (256 pages).



A classic manual on self-image. Maltz believes that self-image is the key to human personality and human behavior; change the self-image and you change the personality and the behavior.

**The Seven Habits of Highly Effective People** – *Restoring the Character Ethic* by Stephen R. Covey. Published in 1989 by Simon & Schuster, New York, N.Y. (358 pages).

Covey's *Seven Habits* defines powerful principles for joyful, effective living. His book is saturated with advice on leadership, life management and relationships, all centered around the concept that behavior is learned, not instinctive.



**What They Don't Teach You at Harvard Business School** – *Notes From a Street-Smart Executive* by Mark H. McCormack. Published in 1984 by Bantam Books, New York, N.Y. (256 pages).

This #1 national bestseller comes from one of the most successful entrepreneurs in American business. McCormack's book is a straight-talking must-read for executives and entrepreneurs at every level. In fact, it has become one of the prototype manuals for teaching the finer points of leadership.

Based on his proven method of applied people sense to get things done, his book features chapters on reading people and yourself, sales, negotiation, and executive time management. He presents powerful street-smart insights, shows you

how you can be a winner without making the other person a loser, and embraces the very essence of successfully deal making. Highly recommended. 😊

**Unlimited Power** by Anthony Robbins. Published in 1986 by Simon and Schuster, New York, N.Y. (361 pages).

The material in this first book of Robbins represents a powerful quantum leap forward in the technology of success. It is not the regurgitation of the past fifty years of success books, but a brand new technique-oriented approach to change.

Robbins shows you how to harness the

*Personal growth guru Tony Robbin's teachings' can be summed up under two essential points: 1) Your decisions determine your destiny; 2) You can make better decision by copying the habits and beliefs of other successful people.*

**POWERPOINT**

magic of mind power. He demonstrates with passion and eloquence that whatever you think will be, that your state of mind determines what you can and can't do, and that all successful results can be modeled and duplicated. He teaches how to reprogram your mind in minutes to eliminate fears and phobias; fuel your body with spectacular health and energy; dramatically improve your interpersonal relationships; become a persuasive communicator; and create instant rapport with anyone you meet.

## Trends

**Age Wave** – *The Challenges and Opportunities of an Aging America* by Ken Dychtwald, Ph.D. Published in 1990 by

Bantam, New York, NAY (400 pages).

Dychtwald takes a serious look at the aging of America and what ramifications this will have on American culture, financial and political power, social relationships, healthcare, and the business world in general, including product development and marketing. In particular, he looks at the aging of the 76 million baby boomers and explains how the new “senior boom” will change our world. Recommended. 😊



**Global Paradox** – *The Bigger the World Economy, the More Powerful its Smallest Players* by John Naisbitt. Published in 1995 by Avon Books, New York, N.Y. (400 pages). Highly recommended. 😊

**Megatrends** – *Ten New Directions Trans-*

*forming Our Lives* by John Naisbitt. Published in 1982 by Warner Books, Inc., New York, N.Y. (290 pages).

Naisbitt is a man of positive vision. He writes in a language everyone can understand. And everything he says is supported by proof. In his book *Megatrends*, he seeks to discover the ways in which America is restructuring, understand how the pieces fit together, and try to see what the new society looks like. He examines the “cutting edge” of events developing all around us. More than any other author, he has predicted the way the world would be in the 1980’s. Recommended. 😊

**Megatrends 2000** – *Ten New Direction for the 1990’s* by John Naisbitt and Patricia Aburdene. Published in 1990 by Avon

Books William Morrow and Co., New York, N.Y. (384 pages).

Following the success of the original best seller, Naisbitt and company predict ten new directions for the 1990s. Highly recommended. 😊

## Writing Resources

**Associated Press Stylebook and Libel Manual** by editors of the Associated Press. Revised edition published in 1987 by the Associated Press, Reading, Mass., (336 pages).

The book is the standard for all journalists. Organized in an A to Z listing, it clearly states the rules of grammar, style, spelling and usage for over 156,000 frequently used terms on topics from sports, religion, and finance to agriculture, health

*Knowledge is power.*

**SIR FRANCIS BACON**

and consumer products. Belongs next to your dictionary and thesaurus. Over a million copies in use.

**Canadian Press Stylebook** edited by Bob Taylor. Revised and extended edition published in 1989 by the Canadian Press, Toronto, Ont. (434 pages).

This book is a valuable guide for writers, editors, students, business people, civil servants and anyone who works with the written word. It's intended primarily as a guide for the editors and reporters at Canada's national news services as they handle more than 250,000 words a day. But its comprehensive chapters on such topics as abbreviations, capitalization, punctuation, sexism, taste, and good writing make it a godsend when you're working on a press release, a

company newsletter, a newspaper ad, a business letter, a history essay, church notes, a freelance article, an annual report or your great Canadian novel.

**Elements of Style** by William Strunk Jr. and E.B. White. 3rd edition published in 1979 by Macmillan Publishing Co., Inc., New York, N.Y. (112 pages).

No book in shorter space, with fewer words, will help any writer more than this persistent little volume. This excellent book, should go off to college with every freshman, and is recognized as the best book of its kind. It is compact and condensed and everything is valuable. Nothing is superfluous much like the writing style Strunk recommends. The first edition alone, originally

*No book in shorter space, with fewer words, will help any writer more than "Elements of Style" by William Strunk Jr.*

published in 1935, sold over two million copies.

**Letters That Sell** by Edward W. Werz. Published in 1987 by Contemporary Books, Chicago (163 pages).

If you've ever been at a loss for words when beginning a letter, this book of 90 easy-to-use letters will get you off to the right start. This book includes letters for making direct sales, arranging appointments, following up on a meeting, and motivating salespeople. It also includes good will letters and customer service letters.

**Peter's Quotations** – *Ideas of Our Time* by Laurence J. Peter. Published in 1977 by William Morrow and Company, New York,

N.Y. (540 pages).

Dr. Peter has gathered quotations reflecting his humanistic futuristic philosophies and his special approach to humor with the emphasis on living concepts related to our present and future condition. The focus is on ideas rather than words. It is a compilation in easily accessible form of some of the best-expressed thoughts, ancient and modern gems of brevity, with, and originality relevant the problems of today.

**Writer's Market, The** by Writers Digest Books. Published yearly by Writer's Digest, Cincinnati.

If you plan to start a business as a free lance writer, this book is a must. If only all service industries providing directories

such as this.



*The focus is on ideas rather than words.*

## RESOURCE READING & BOOK BUYING TIPS

THE FOLLOWING 10 tips have been listed here to help you get the most out of reading and buying books.

1. *Never buy a book you're not going to read at least twice.* A book that only needs to be read once, doesn't really need to be read at all.
2. *Make it a habit of visiting discount bookstores.* Discount stores often have reference books and out of print books (with good information in them) at bargain prices.
3. *Buy books that will help you reach your goals.* When buying a book, resource

*A book that only needs to be read once, doesn't really need to be read at all.*

material or service, ask yourself honestly whether it will ultimately help you reach your goals. If it won't, don't buy it.

4. *Be wary of books written by intellectuals.* Avoid books written by authors who like to detail inane theories, use lots of multisyllabic words and technical jargon, and who like to use the word "revolutionary" when referring to their own discoveries. As an entrepreneur, you don't need your head floating around in someone else's clouds. You need to keep your feet firmly planted on the ground.
5. *You don't want books that quote too many experts just for the sake of adding credibility to their own ideas.* Learn

to judge the quality of an idea based on its own merits. If you constantly seek out approval for any new idea you come across, you will not develop the necessary objectivity critical to making wise business decisions. Remember, as an entrepreneur you don't want to develop the skill of following the crowd or what others have to say. If you one day want to make the real BIG money, you will have to eventually explore new territory, territory that the experts don't even have a name for.

6. *It's not how much you read, it's how much you remember.* And more impor-

*Audiotapes and videos on the subject of entrepreneurship have become very popular and more affordable in recent years. Visit your library and favorite video store, which are bound to have numerous business related titles.*

**SUPERTIP**

tantly than this, it's not how much you remember, but how much you actually incorporate into daily work. This is the true worth of any book for any businessperson.

7. *Utilize the public library.*

The public library is the best and most convenient research facility. It is full of periodicals, government documents, studies, newspaper clippings and directories not just books. Furthermore, technological advances mean libraries

today provide easier and more in-depth access to these materials than ever before. Your public library will likely have a computerized central list of all available sources that will tell you exactly



where the materials you are interested in are to be found. Remember that in most cases, when researching or accumulating “resource reading” material about an area of interest, it is better to borrow first and buy second, and only if, that book meets your criteria of quality.

8. *Never judge a book by its cover.*

Don't get a book because its looks good on the outside. Flip through several chapters first. It's only what's inside that counts.

9. *Read autobiographies of people you admire for building their*

*dreams into successful realities.* Put their experience to work on your pay-

*Many books require no thought from those who read them, and for a very simple reason; they made no such demand upon those who wrote them.*

**CHARLES  
CALEB  
COLTON**

roll even before you've opened your doors. All it will cost you is a trip to the public library or the cost of a book.

10. *Research the book you want at [www.amazon.com](http://www.amazon.com), the world's largest bookstore.* If Amazon doesn't stock it, then chances are it's out of print. Nevertheless, even then they claim to be able to get used copies of many hard to find books.



## THREE BOOKS WORTH THEIR WEIGHT IN GOLD

THE FUNDAMENTAL rule for buying any business book is to buy one full of ideas and information. However, of even more importance, is to buy a book that actually helps you make money or improves your ability to make money.

Following these guidelines, if you had to choose only three business books to add to your reference library, the **FIRST** book should be a book like Charles Given's, *Wealth Without Risk*. This book is full of ideas on how to invest your hard-earned small business profits.

*A recent edition of a good dictionary; a thesaurus or synonym finder; reference books on English usage and grammar; as well as texts related to your area of specialization are also essential parts of your reference book collection.*

### **SUPERTIP**

The **SECOND** book you should buy is a collection of quotations, especially one targeted towards your field of interest. Although, as the popular saying goes "*money makes the world go round*," putting it into

perspective keeps you from heading round the bend! On any day, you can flip open a page and learn something new about life.

The **THIRD** book you should buy is a book that helps you write, communicate and sell your ideas more effectively to others, especially potential customers and investors. Anyone "Starting Small but Thinking BIG," must learn how to write clearly and persuasively.

