



Running Your Own Business Made Easy

Roy Hedges

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***Running Your Own Business Made Easy*: This comprehensive guide to becoming self-employed and setting up and running your own business will provide you with all the advice you need on the practicalities... and the secrets of success.**

So you have a vision? A new business idea? A dream of becoming self-employed and running your own business? You already can sense the challenges of running your own business and the freedom of being self-employed...BUT just knowing where to start can be so confusing.

Running Your Own Business Made Easy has been written by self-employment and business experts to help you. If you have a business idea that you want to put into action, and a dream of going self-employed, this comprehensive guide will provide you with all the advice you need on the realities of setting up and running your own business.

Running Your Own Business Made Easy will take you step-by-step through the business-creation process. You'll find out how to apply the reality test to your business ideas, from assessing your aptitude and ideas, to finding business funding and making business plans.

Next we'll teach you the secrets of business success. Running a business needs marketing and we'll show you the nuts and bolts of marketing, with plenty of real-life business examples. Running a business also requires an understanding of your business accounts and business finance. *Running Your Own Business Made Easy* will show you how to manage every aspect of your business finances from profit and loss forecasting to sales ledger management. It will also share some of the most successful small UK businesses' finance secrets with you: covering essential business areas such as where to raise capital and how to access Government financial aid. And you can stop worrying about business tax too! You can find details of the amount of tax and insurance your business will have to pay.

Running Your Own Business Made Easy is now in its fourth edition and has already helped thousands of business start-ups to get it right.

Make sure your new business is a success, and live the Self-Employed dream, with *Running Your Own Business Made Easy*.

***Running Your Own Business Made Easy* Contents**

1. Is running a business for you?
2. Will your business ideas work?
3. Marketing your business
4. Does your business have sufficient resources?
5. Recruiting and managing staff as a Self-Employed person
6. Being Self-Employed
7. Funding your business
8. Structuring your business plan
9. Business Tax and other matters

10. Business and Self-Employed case studies and sample business plans

Intended for use in the UK

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