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on the steps a new  
business owner must  
take in the first 100  
days of starting a  
business to establish  
a lasting and  
successful  
enterprise. If you're  
thinking of opening  
up your own  
business, you'll need*

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plan, raised seed  
capital, and are set  
to launch your*

*business on October  
1. Now, what would  
you actually do on  
October 1, October  
2, October 3, and so  
forth? How would  
you set your  
priorities? How*

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*would you know  
which tasks are the  
most urgent?  
Although the  
answers to these  
questions vary  
depending on the  
business, there are a  
set of key activities  
that all businesses  
must accomplish to  
get their businesses*

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*off to a good (and  
legally proper) start.  
This book provides  
examples that  
include securing  
proper business  
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setting up a  
bookkeeping system;  
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buying insurance;  
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*contracts with  
vendors; recruiting  
and hiring  
employees; and  
making the first  
sale. Broader issues  
such as developing a  
business model and  
building a brand  
will also be touched  
upon, but the  
primary focus of*

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*this book is getting  
you focused on the  
practical issues that  
you'll need, as a new  
business owner, to  
accomplish, and  
accomplish  
correctly, and to get  
your business off to  
a good start. To help  
you prioritize and  
track the activities*



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*that must be  
completed at the  
onset of a business,  
this book will teach  
you how to set up a  
“First 100 Days  
Plan,” with the  
template (titled First  
100 Days Plan)  
included in this  
book.*

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esteem; people who  
rely on us, rely on  
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provide to learn the  
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including such  
diverse activities as  
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years I have  
observed many  
seemingly great  
business  
opportunities never*



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demystify start-up  
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opportunity with  
renewed passion.  
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entrepreneurs feel  
trapped by myths,  
the authors  
carefully detail the  
myth's fallacies  
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reader to see  
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