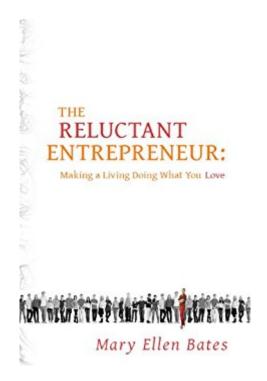
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The Reluctant Entrepreneur: Making A Living Doing What You Love





Synopsis

Are you a reluctant entrepreneur?Youâ ™re someone who has a professional skillâ "a therapist, app developer, technical writer, event planner, or even cat wrangler. You love what you do. You donâ ™t want to work for someone else. And the thought of running a business makes your blood run cold. Yep, youâ ™re a reluctant entrepreneur!Mary Ellen Bates is a no-longer-reluctant entrepreneur who, in her 20+ years of self-employment, has discovered that itâ ™s possible to run a profitable business and have fun at the same time. In The Reluctant Entrepreneur, she shares her approach for making a living doing what you love for people who value what you do.

Book Information

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Customer Reviews

There is a glut of books on the market targeting new-starts and small businesses. Sifting through the descriptions to determine their usefulness is no easy task. Worse yet is the fact that most are focused on the needs of product-oriented businesses, leaving those of us who primarily provide services feeling underserved and dissatisfied all too often. When I was gearing up to start my document research business, I predictably combed libraries and bookstores looking for that magic

bullet of a book that would put me on the path to success at launch and in the early years of building my business. Those efforts led me to a short list of useful sourcesâ "among them a wonderful book entitled "Building & Running a Successful Research Business: A Guide for the Independent Information Professional" by Mary Ellen Bates. Since that book directly and concretely addressed my needs and provided me with ample guidance to accomplish my goals, I figured my quest was over. And then along came "The Reluctant Entrepreneur: Making a Living Doing What You Love," another title by Mary Ellen Bates. As with her earlier publication, Bates hits the business book trifecta by providing inspiration, strategies, and tools for launching a new-start and building upon it. But "The Reluctant Entrepreneur" doesnâ The simply rehash content from her earlier work. Instead, it presents her latest insights and approaches to entrepreneurship distilled from a professional life that embraces a marketplace fraught with change and teeming with new opportunities.

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