



Become Your Own Boss in 12 Months: A Month-by-Month Guide to a Business that Works

Melinda F. Emerson

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"Melinda Emerson...will inspire you to pursue your own entrepreneurial vision."

—Marc H. Morial, President, National Urban League

Whether you're newly unemployed, sick of office life and longing for a change, or just want to finally turn your business idea into reality, you can follow your dream and make your passion your profession. Drawing on her experience as founder of an award-winning production company, Melinda F. Emerson shows you how in this practical month-by-month guide to getting your business off the ground.

Inside, you'll find the timetable and steps you need to take to become a successful CEO of your own venture, including:

Month 1: Meet with potential venture capitalists

Month 3: Set a one-year marketing budget

Month 5: Select a logo

Month 9: Purchase customer relationship management software

Month 11: Prepare your launch day press release

Next year at this time, you could be calling the shots at your dream job. You supply the energy, an idea, and elbow grease—and this book will supply the plan.

Become Your Own Boss in 12 Months: A Month-by-Month Guide to a Business that Works Details

Date : Published March 18th 2010 by Adams Media (first published February 1st 2010)

ISBN : 9781605501116

Author : Melinda F. Emerson

Format : Paperback 272 pages

Genre : Business, Nonfiction, Entrepreneurship, Self Help, Personal Development

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Kellie says

REAL DEAL, Solid, FACTUAL information in a WORKABLE 12 month Plan!

Most books about starting a business are fluff and inspiration. Melinda Emerson provides SOUND, PRACTICAL, FACTUAL INFORMATION and a WORKABLE 12 month plan. This is THE BEST book I have EVER read on starting a business and recommend it to everyone. Melinda, THANK YOU for taking time to add value and share useful and solid information.

Leora Wenger says

Melinda Emerson's book is definitely one of the better business books I have read. She goes over many of the tasks one must do as a small business person. As someone who has already started a business, there were marketing checklists that I should really complete for my own business strategics. Much of the book was geared more toward products, brick-and-mortar businesses and businesses with a small staff than freelancers or technical service businesses, but there is much to gleam from her knowledge. I enjoyed her relating of her own experiences and learning about her supportive family.

VaLinda Miller says

This book was a great help in understanding what it takes to become your own boss. It offers some serious advice on money, what is involved in running a business and how much faith you have to have. Believe me, you need some serious faith to go out there. It can be done and if you want to be your own boss, make this book one of your top list. I also had a lot of fun reading it. If the government furlough didn't get you thinking, maybe you are not ready to take a faith of leap. Just leap, baby, just leap!!

Melinda Emerson says

I wrote this book, for all those people who hate their job and want to start a business. There must be a profit center in your passion. This is not a book about writing a business plan, it's a book about starting a successful small business.

I hope people enjoy reading it. It was a labor of love

2tasks says

This book is packed full of information to get you started and going. I do not agree with taking an entire year to get going but many of the idea solid and seemed like solid advice. There are many great references to highlight as well. I would suggest it to anyone looking into entrepreneurship.

Divesh says

Solid step by step system.

Clear and concise action planning, however it is very long and should be simpler.

Casey says

So disappointing Don't let the title or her cover fool you. If this is your first foray into self-business, you will probably be overwhelmed by "every little darn thing". If you have read a few other books, you will be bored. She tries to say it is a nice formula for what to do each month before starting you business, but it is just a selling point and I doubt it would work for anyone in real life.

If you are serious about perhaps starting your own business, I would highly recommend,

HOW TO WRITE A BUSINESS PLAN by Mike McKeever This was one of the first business books I read and even if you don't want to write a business plan, it has tons of helpful stuff and things you might never think of on your own. Very helpful.

I don't know who Melinda Emerson is, according to her she is "the" small business lady, but her book read like a droll outline with very little useful information at all. Pass it by and get other business books!!!!

Karen Jett says

This book is a comprehensive overview of what it takes to start your own business. Not only is it thorough in the different areas that it takes to be prepared to run a successful business, it also includes many great tips, examples, and action steps. If you are contemplating becoming a first time entrepreneur, I recommend you read this book before you quit your job as it will boost your chances of success.

Gerda Gallop-goodman says

This book is a must-have for anyone thinking about starting a business, and serves as a brushup for those already in business. Garnered from years of experience, Ms. Emerson has crafted a how-to guide that includes critical information along with sharp insights and details that only a seasoned entrepreneur would think to include. It is well organized and reader-friendly.

Joseph Moskie says

The timeline presented in this book was really interesting, the stages of starting up a business were broken into things you should do month by month.

There were a lot of real examples from the author's life, and from the lives of other entrepreneurs she knows, and they were really helpful. Having a chapter begin or end with the story of a business who succeeded or failed because of things covered in the chapter gave everything more weight. Actual people had become rich or poor because of their decisions.

There were a lot of parts I didn't like so much, especially the technical areas. This book is obviously written for people looking to start a taqueria or sporting goods store, and not for a traditional "startup" in the Silicon Valley sense of the word. The author wrote a lot about technical things that I could easily see she did not understand well, and those sections felt hollow to me, and I began to question if this was the level of knowledge she had on ALL the topics she covered in the book.

But she's still a successful entrepreneur, even if she doesn't understand web hosting. You can learn something from everyone.

Steve says

I thought it was a decent read. The most enlightening parts for me were the chapters on social media and marketing. Best for people who want to start a small business, but not necessarily a startup looking to scale quickly.

Art says

It took me forever to get a copy of this book from my library (I will be buying my own copy). There should be more available. Anyway, although I have already launch my business (out of need) I still found this book helpful. I wish I had my hands on it four years ago. Things probably would have went a little bit smoother for me. You live and your learned.

My favorite parts of the books were the real-life examples from Melinda. It works well with the format of the book. It's an easy read and stock full of important things you may not think of on your own.

I think it should be a one any budding entrepreneurs to read list. No other book gives you practical advice and pretty much a road map of help you get start. Of course the rest is up you. My favorite quote from the book is, "The key is to avoid negative thinking. To change the outcome of each day, you must change the questions you ask yourself. Try rephrasing your questions in a positive fashion....More than 50 percent of business problems are well-disguised personal problems". (pg. 46)

Joseph McBee says

Although it was only written 3 years ago, this book feels like a relic from a bygone era. With so many new and different ways to launch businesses now, the majority of the information here is antiquated.

I am not trying to say that it is useless or that the author has no idea what she is talking about. She has started and helped to start more successful businesses than I have even thought about, and there are some truly useful things here. I just think an updated version would be the way to go.

Valarie Denise says

The hidden and revealing thoughts make this book a smooth, quick read. If you are serious about stepping out on your own, or re-stepping back into your destiny, this book will give you a great charge, direction and instructional path.

Nik Havert says

This is a good guide for the basics of starting a business. The author makes sure to point out the importance of a web presence, which I appreciated. I plan to use some of this book to start a side business, so it's worth the price for me.
