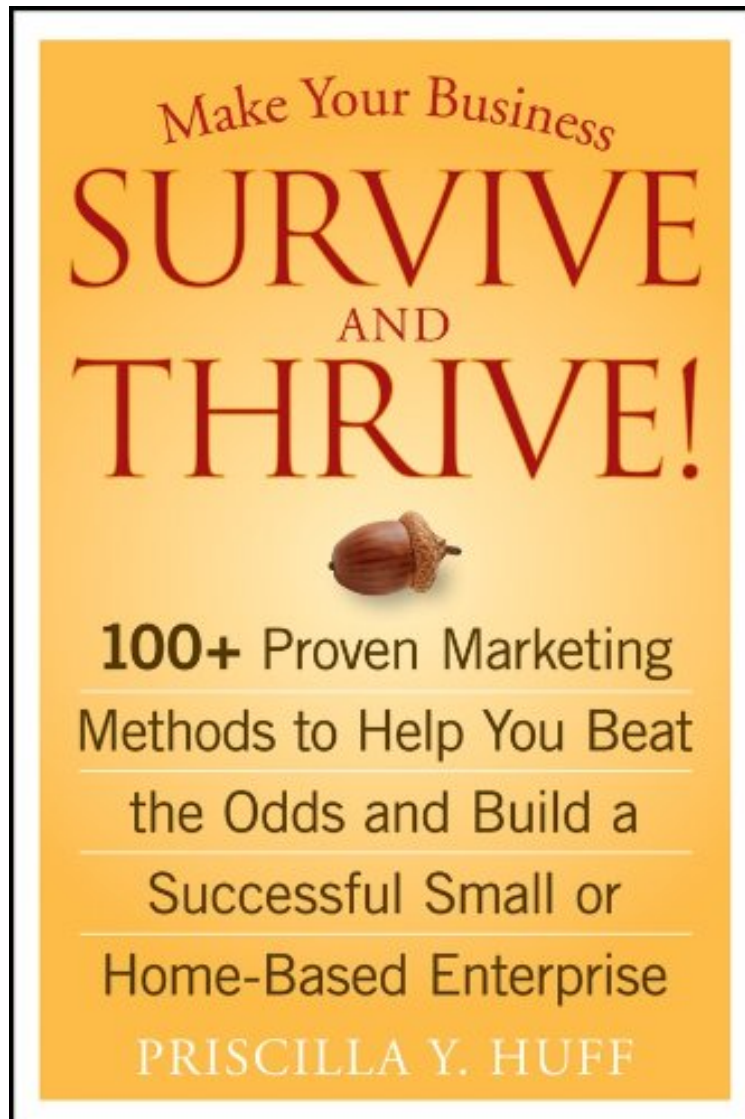


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Make Your Business Survive and Thrive!: 100+ Proven Marketing Methods to Help You Beat the Odds and Build a Successful Small or Home-Based Enterprise

Priscilla Y. Huff

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2 of 3 people found the following review helpful. So-So By W. Dietrich I work for a small start up insurance company that has limited resources to spend on marketing. I bought several books for ideas including *Survive and Thrive* which was my least favorite. The book touches on some good ideas but leaves them unexplored. By the time you add up all the suggestions of books you should read and all of the sources quoted you will lose a quarter of the book. I was looking for a little more depth than this book gave, it is a good read for someone starting out with a home business but for my needs it missed the mark. 5 of 5 people found the following review helpful. Useful Reference for New or Growing Small Business By Educator I If you have an existing small business, or are just getting started in a home-based business, this book is full of great ideas for marketing your company. In today's extremely competitive markets, small businesses need every advantage they can get to make their product or services stand out. Huff's book gives your company that advantage, providing useful marketing methods that have shown to get results, whether you are a company of one, or have numerous employees. You can quickly search through the over 100 different marketing methods to find the ones that are best suited for your business situation. A great reference book for the new or existing small business owner who doesn't have marketing training or the money for a marketing staff. 1 of 1 people found the following review helpful. Fabulous Read! By J Hart I'm so honored to be quoted in this great book (p. 42) Huff has really done her research and offers great ideas for marketing and growing your business. I'd recommend this book for any entrepreneur or anyone who desires to become one.

If you're an entrepreneur, or you're just thinking of starting a business, start with this smart, practical guide to small business success. It shows you how to maintain healthy growth and profits—no matter what kind of business you own—and helps you get the most out of your limited resources. Grow your business and get on the fast track to success.

Business writer Priscilla Huff shows how any business, regardless of size, can grow at a healthy pace and continue to be profitable. She explains how to pick the right business to get into, how to put together a solid plan and adhere to it, how to find and keep your best customers, and how to manage your own time and money. Additionally, Huff provides instruction in the techniques of effective marketing. She provides a crash course in taking your business online. (Fort Worth Star-Telegram (Texas))

Put your business on the fast track to success! If you're an entrepreneur, or just thinking of starting a business, start with this smart, practical guide to small business success. In *Make Your Business Survive and Thrive!*, Priscilla Huff shows you how to maintain healthy growth and healthy profits—no matter what kind of small business you own. You'll get the most out of your limited resources when Huff shows you how to: Choose the right industry or niche Develop and stick to a great business plan Pick a great name and location Manage your time and your responsibilities Master essential marketing principles that will get you noticed Identify your ideal customers and markets Grow with smart financing and money management Balance the books and pay taxes on time Take your business online and grow even more *Make Your Business Survive and Thrive!* gives you the inside advice you need to take your business to the next level of success. It guides you past the challenges and trials that every small business owner faces and arms you with the confidence and knowledge to achieve the one goal all entrepreneurs share—growth! "Every entrepreneur should add this book to their business plan. With Huff's wise guidance and practical tips . . . it offers everything needed to build a profitable venture." —Ellen H. Parlapiano and Patricia Cobe, founders of MompreneursOnline.com "Helps take the guesswork out of starting, building, and maintaining your small or home-based business. It's packed with thousands of resources and takes you by the hand like your own personal coach." —Kim Essenmacher, consultant and founder of SmallBizpreneurs.com "Practical, easy-to-implement ideas and techniques you can put into action immediately." —Jim Donovan, author of *Handbook to a Happier Life*, www.jimdonovan.com

About the Author Priscilla Y. Huff is a business writer and author of articles and books on small and home-based businesses, with a particular focus on issues important to women entrepreneurs. She has written for such print and online publications as *Home Business Magazine*, *Small Business Opportunities*, and *Fortune Small Business*.