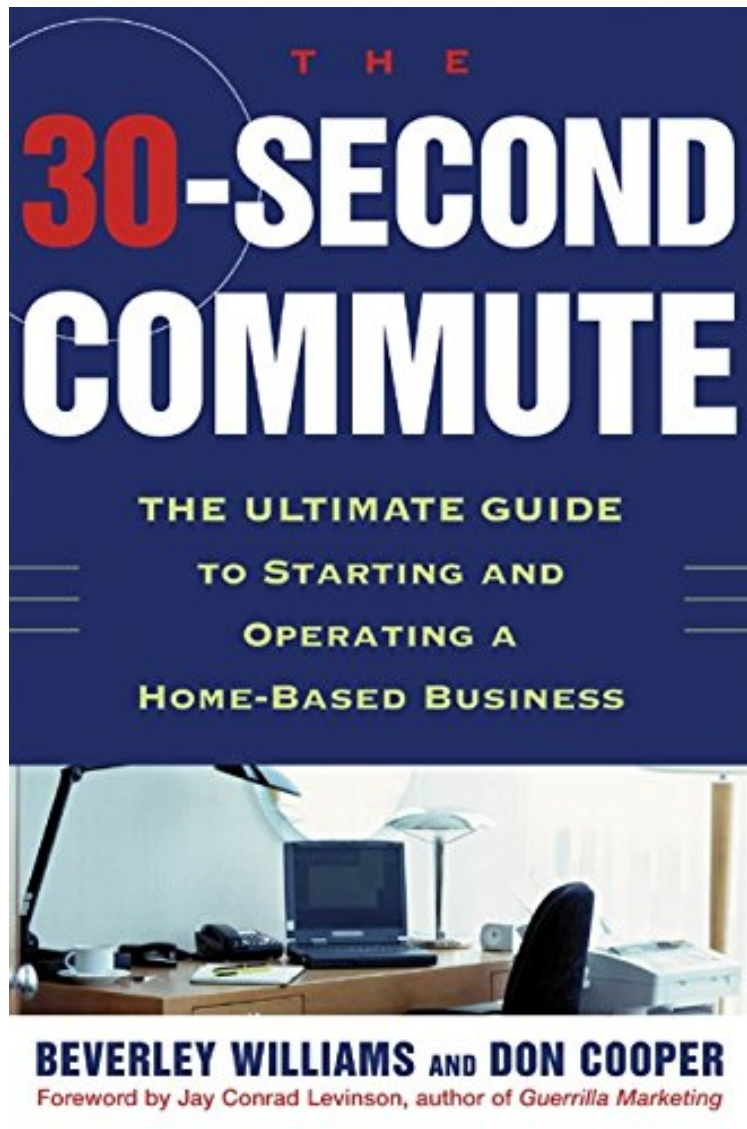


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The 30 Second Commute

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Beverly Williams, Donald R Cooper : The 30 Second Commute before purchasing it in order to gage whether or not it would be worth my time, and all praised The 30 Second Commute:

A three-part plan to help you create a booming business Nearly 25 million Americans operate a registered home-based business--and those numbers are growing every day. In The 30-Second Commute, leading home business experts Beverly Williams and Don Cooper tell you everything you'll need to know, from determining potential markets to securing financing and developing a marketing plan. Every vital business and personal issue is covered--how to

choose the right business, strategies for overcoming lifestyle and family issues, tips for making the business successful, and more. Organizing the subject into three essential topics, this action-based book covers: Part I--Techniques for determining what business is right for you Part II--Nuts-and-bolts issues: securing financing, setting up a work space, and more Part III--Strategies for conquering problems unique to home-based businesses

From the Back Cover More Americans work at home today than ever before. Is it your turn to make the leap? Running your own home-based business is loaded with fringe benefits--and fraught with potential disasters! Fortunately, living the lifestyle you've always dreamed about is easier than ever with *The 30-Second Commute*, your guide to launching a home-based business that is both personally and financially rewarding. Written by two of today's leading home business experts, including the U.S. Small Business Administration's 2002 "Home Business Advocate of the Year," and loaded with practical information, *The 30-Second Commute* will help you start and build a successful company while avoiding the most common potholes and roadblocks along the way. You'll discover how to: Determine the business that's right for you and the marketplace Write a business plan that virtually ensures your success Find the financing you need to start and grow your business Market and sell your products and services--even if you have NO marketing experience Manage your time effectively, and beat the "home-alone blues" Get your business and your family to coexist, and even benefit from each other There's no better time than now to start your own business. And there's no better place than your own home. So open this book and unlock the secrets to enjoying your own 30-second commute. About the Author Beverley Williams is an internationally prominent author and speaker, and founder of the American Association of Home-Based Businesses. She lives in Ashland, Maryland. Don Cooper has been a home-based entrepreneur since 1991 and is the former home-based business columnist for *Small Business News* Washington. He lives in Denver.