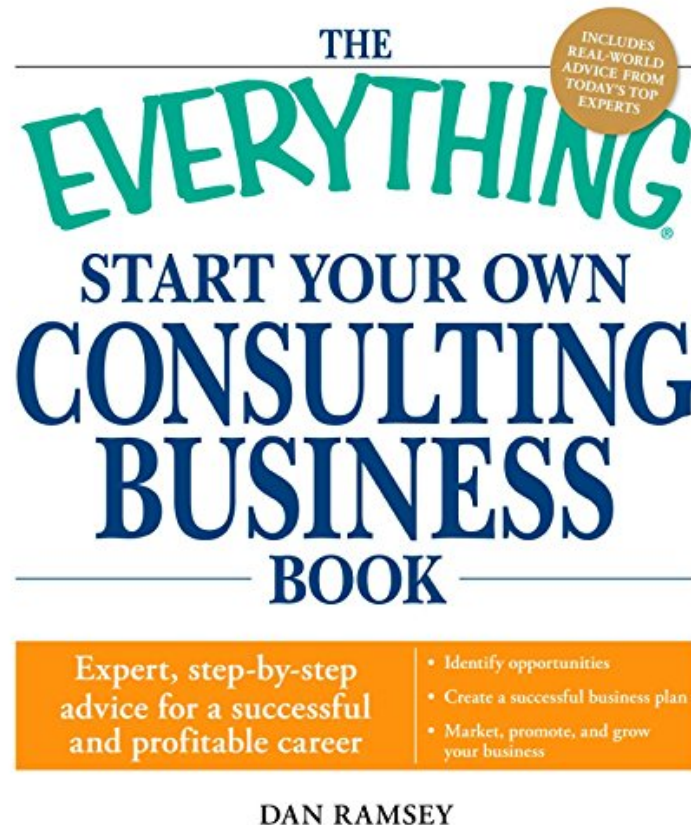


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About the Author Dan Ramsey (Northern CA) is the author of more than two dozen introductory and startup business books. Past president of Ramsey Business Strategies, he worked with numerous small businesses as a consultant on effective management techniques. He is the author of *The Upstart Guide to Owning and Managing a Consulting Service*, *101 Best Home Businesses*, and other business guides. His latest titles are *The Everything Guide to Starting and Running a Retail Store*, *The Everything Sales Book*, and *The Everything? Business Plan Book with CD*.