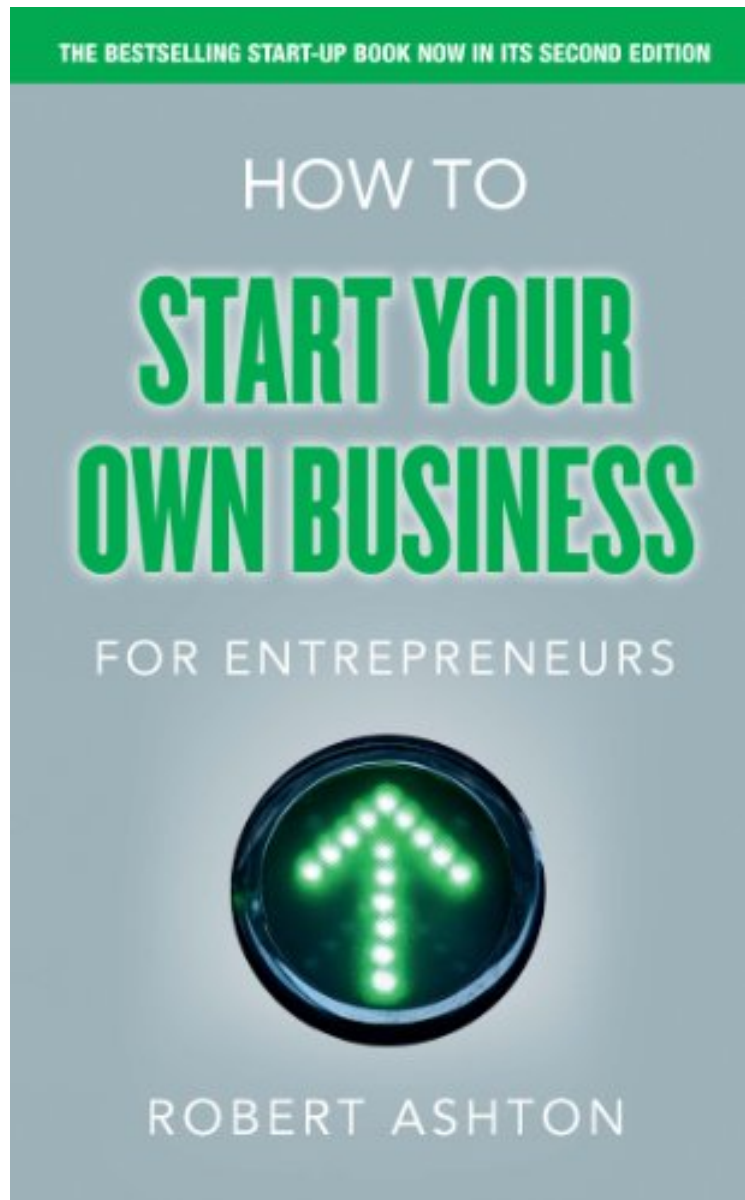


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## How to Start Your Own Business for Entrepreneurs

*Robert Ashton*

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"The book takes entrepreneurs through the essential stages of starting a business, from finding opportunities to creating the concept through to building value into a business and making sure it is set to succeed long into the future." Let's Talk From the Back Cover"Robert Ashton spells out what you need to do, step by step, to be a successful entrepreneur. What is unique is the way his book reassures and encourages even the most diffident business starter. This book makes it seem possible."Dawn Whiteley, CEO, National Enterprise Network , [www.nationalenterprisenetwork.org](http://www.nationalenterprisenetwork.org) When yoursquo;re starting up, practical advice from an expert is like gold dust. Robert Ashton has started three businesses and sold two, so he knows exactly what you need to succeed. Full of practical tips and real life case studies, this book gets straight to the point with everything you need to know to launch your business with confidence. How to Start Your Own Business for Entrepreneurs cuts out the waffle so you can: Create a bullet-proof business plan to get the backing you need Build a powerful brand, perfect for your business Discover your customers ndash; how to find them and how to keep them Master the day-to-day tasks, including the not-so scary financials Look to the future, to ensure that your business has one Therersquo;s also a wealth of additional online content so you can find out the latest small business news now. Check out [www.robertashton.co.uk](http://www.robertashton.co.uk) or scan the SQUARECODE on the inside cover. About the AuthorRobert Ashton is an entrepreneur, speaker and author. After being made redundant in 1990 he set up his own business and has never looked back. He now works with entrepreneurs of all kinds, advising growing businesses, social enterprises and evolving charities. This is his 15th book and as well as being a popular and entertaining business speaker and TV presenter, he also writes for a number of business magazines. Robert would love to hear from you if you think he can help you become more successful. You can contact him at [Robert@RobertAshton.co.uk](mailto:Robert@RobertAshton.co.uk) visit his website at [www.robertashton.co.uk](http://www.robertashton.co.uk) or follow him on Twitter @robertashton1.