



Venture Mom: From Idea to Income in Just 12 Weeks

By Holly Hurd

Amacom. Paperback. Book Condition: new. BRAND NEW, Venture Mom: From Idea to Income in Just 12 Weeks, Holly Hurd, You can take care of kids and take care of business. Many mothers today are jumping into the entrepreneurial ring, transforming simple ideas into profit able ventures. And in the process, they're creating flexible jobs for themselves - all with out start-up capital, business plans, or even babysitters. Venture Mom recounts inspiring stories from women who have channeled their passions into money-making products and services, from designer one sies to gluten-freecookies. They're thriving in the whirlwind of motherhood and entrepreneurship. Venture Mom helps anyone get started. It strips away the mystery of launching a business and unlocks a fast, easy formula. No time for market research? No budget for promotion? In 12 steps, each achievable in a week, the book simplifies the start-up process and shares: tips and techniques for honing a concept, doing just enough research, finding the perfect name; five factors that improve the odds of success; free resources for logos, web design, and branding; and strategies for leveraging email, blogging, and social media. Whether the goal is adding to the family finances or building a major enterprise, Venture...



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