

Start Right: Build Your Own Business

The nation's economy is changing; high rates of unemployment are causing growing numbers of people to start businesses. *Start Right: Build Your Own Business* is the resource that will save people time, money and mistakes as they set up and open their own businesses.

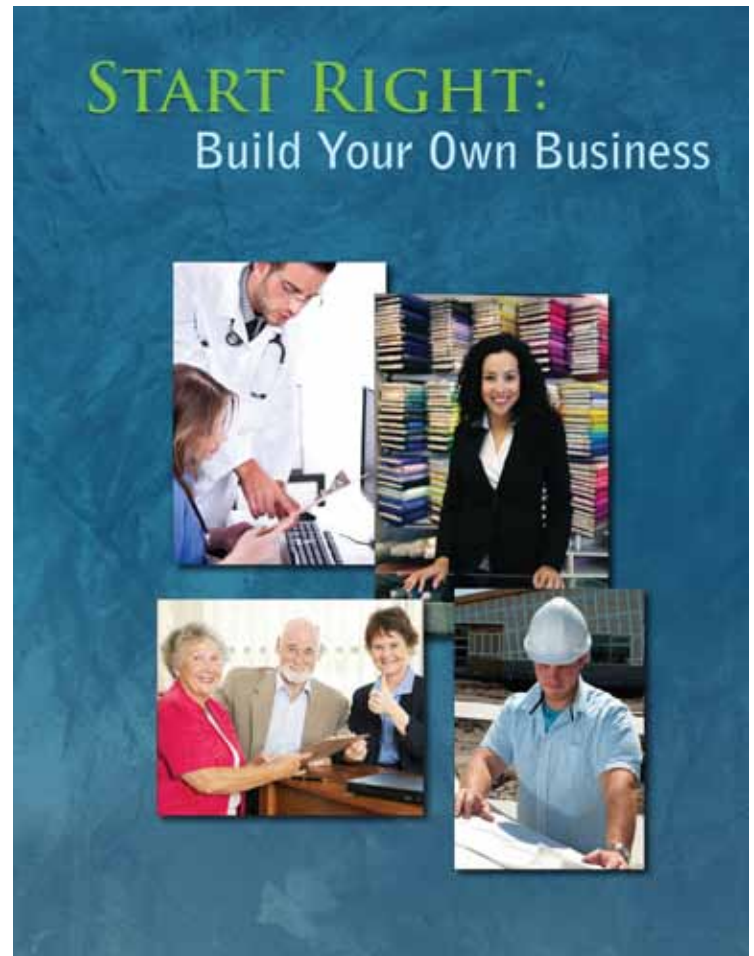
Start Right takes individuals step-by-step through the entire process of starting a small business – from researching an idea to running their own viable business. *Start Right: Build Your Own Business* was created with small-business owner and expert Jeannine Lecy, who has helped hundreds of small-business owners start their businesses. She has worked with many other businesses to help them overcome financial and other difficulties.

In friendly, easy-to-understand language, *Start Right* covers topics including:

- Researching a business idea
- Writing a business plan
- Managing personal finances
- Selecting the right professionals that a business owner need
- Managing business finances
- Setting up an organized office and filing system
- Branding and marketing a business

Community partnerships

Start Right is a resource you can use to develop new partnerships in your community. This program emphasizes the need for small-business owners to have a team of professional advisors, including attorneys, accountants, insurance agents and financial institutions. Your organization might want to share teaching duties with these valuable community partners. Small Business Associations, IDAs, chambers of commerce, technical schools, colleges and many others have found *Start Right* to be exactly what is needed to get future business owners on the right track.



Start Right: Build Your Own Business is available either in print or online. Your agency can offer *Start Right* classes, or you can offer clients the option of taking the course online. You could also provide the 10-chapter book to clients who want to complete the course through self-study. ***Start Right: Build Your Own Business can be ordered directly from the ACCE website:***
<http://www.acce-online.com>