



The Start Up Kit: Everything You Need to Start and Run a Business



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Emma Jones

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212 pages

Présentation de l'éditeur

The Start-Up Kit contains everything you need to start and run your own business!

- A book covering all aspects of starting up - from developing a business idea and setting up a company to marketing your new business, getting that first sale and making the most of the latest tech developments. Full of great advice from start-up expert Emma Jones and packed with case studies from people who've already started their own successful businesses.

- Amazing offers from some of the leading brands for small business:

- Barclays - a business bank account with £25 in the account

- O2 and BlackBerry - a free months line rental

- Google - £30 of free AdWords advertising

- MOO.COM - free pack of 50 MOO business cards

- HP - 10% discount on any HP products

- Experian - 200 free sales contacts

- Powa - save up to £270 on a website for your new business

- PayPal - no fees for 3 months on your Powa site

- Regus - 1 month's free businessworld membership

- iStockphoto - 20% discount on stock imagery plus 25 free images

- GoToMeeting - 60 day free trial

- Bitsy - 2 months free subscription

Biographie de l'auteur
Emma Jones is founder and editor of Enterprise Nation (www.enterprisenation.com), the home business website, and has started two businesses herself from home offices in London, Manchester and rural Shropshire. She is also author of bestselling books Spare Room Start Up (9781905641680), Working 5 to 9 (9781906659684) and Going Global (9781908003003). Following a career with an international accountancy firm, Emma started her first business at the age of 27 and successfully sold it just 15 months after launch. The home business website was launched in 2006, and has attracted a regular readership of more than 250,000 people and national press headlines. Emma has written for Enterprise Nation since its launch and also for the Financial Times, City AM and customer magazines, including for Orange, Microsoft, BT and Viking Direct. Emma is regularly called upon by the government to speak on the subject of home business and she advises Regional Development Agencies on how to encourage and support homeworking.

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