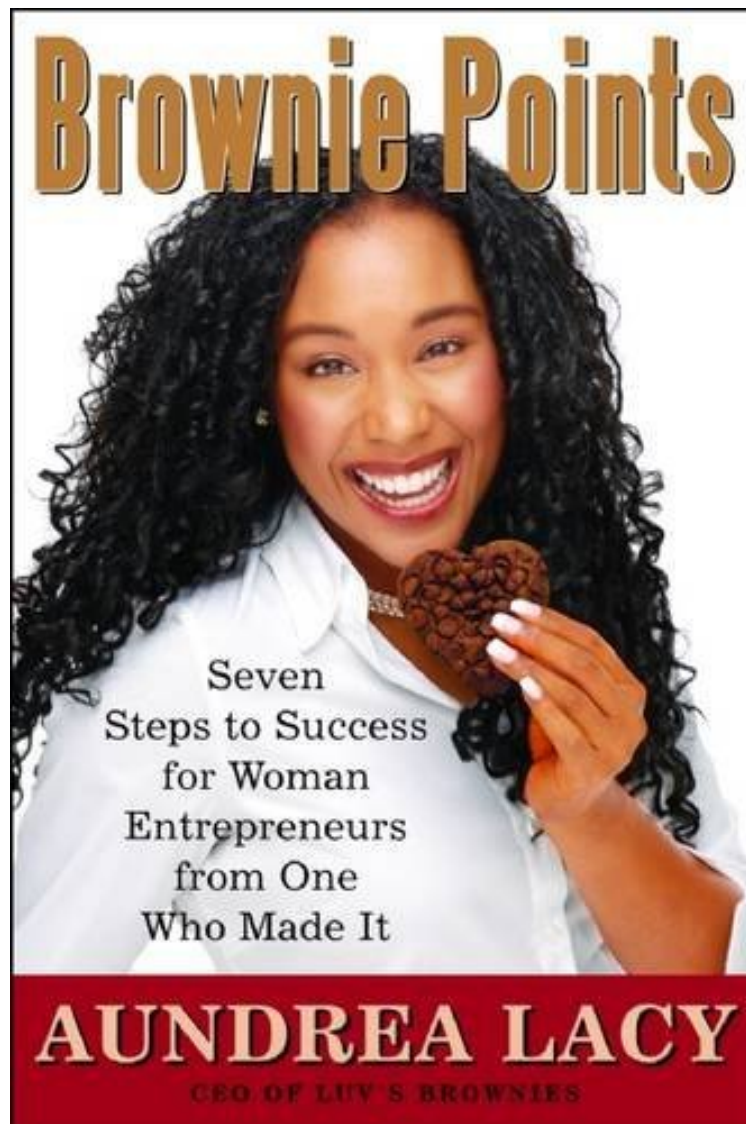


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## **Brownie Points: Seven Steps to Success for Woman Entrepreneurs from One Who Made It**

*Aundrea Lacy*

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that I had never considered, and will sit at my desk and put these suggestions into action. 1 of 1 people found the following review helpful. Great storytelling PLUS keys to success from one who KNOWS By Author Ronda Del Boccio What a gem! It is always interesting to read stories of successful women entrepreneurs. And as so often happens, the author did not set out to start a business initially. The storytelling aspect of this book will captivate you. And the success strategies are truly delicious, filled with love (or shall I say LUV (TM)). Apply them. DON't just read the book. Actually put what you learn into action. I found myself highlighting throughout this fabulous book. Not only will it inspire, it will give you a springboard to put your own dreams into action. Follow your bliss, Ronda Del Boccio, the Story Lady #1 bestselling author and Celebrity Author Mentor 6 of 6 people found the following review helpful. A book written by an actual entrepreneur about how she started her own business that includes quite a bit of insight and wisdom! By Jeff Lippincott A wonderful book for women (and men) entrepreneurs who have dreams of being their own boss and want to read about a woman's story of turning her dream into reality. Quite a fun read! Much of what is said in this book is material I cover during my face-to-face sessions as a volunteer SCORE counselor. If you are lucky enough to get a copy of this book, then you will learn about the importance of the following if you want to be self-employed and your own boss: 1. The need to get organized. 2. The need to get your finances in order. 3. The need to research your business idea and write a business plan. 4. The need to systematize your business' processes. 5. The need to continually improve your business' marketing program. I particularly enjoyed the discussion of the importance of intellectual property concepts and why one should consider created a tradename, trademarks and possible patents. There was valuable insight offered about the significance of trade secrets. And don't forget how much mentors can help, too. I also liked the insight provided regarding the use of temp workers exclusively. That seems to be a growing trend in America today. And the message that not having a storefront with a reasonable profit is better than having a storefront with minimal profit. One should be in business to make money - not just put on a show of being self-employed. I would have liked the book better if copyrights had also been mentioned. And I was kind of surprised the author said she personally used Quicken instead of QuickBooks. If she really does use Quicken to keep her business' books, then it is smaller than I envisioned it. And I would be surprised she had a need for a tax attorney as she said. 5 stars!

Aundrea Lacy tells the story of how she founded her business, Luv Brownies and grew it into a success. Along the way she offers up the kind of brass-tacks lessons of use to any entrepreneur, but especially women, who face unique challenges in starting their own companies. Lacy explains how she not only weathered major business challenges, but also overcame enormous personal difficulties on the path to success. Now with her business celebrating its tenth anniversary, she's created a powerful resource for others, full of concrete, hands-on advice to help focus effort, solve problems, meet challenges, and make the most of opportunities. Lacy's hard-won experience and positive yet practical perspective offer invaluable wisdom to anyone wishing to start a company of their own.