



Dream, Believe, Create: A Woman s Guide to Small Business

By Hayley Lewis

HarperCollins Publishers (Australia) Pty Ltd, Australia, 2011. Paperback. Book Condition: New. 209 x 136 mm. Language: English . Brand New Book. Olympic and Commonwealth Games champion swimmer Hayley Lewis had countless business ideas buzzing around in her head before she took the plunge and started her own small business. With no previous business training or on-the-job experience, she opened the first learn-to-swim school located in a major shopping centre in Australia. Drawing on her experience, both as a successful business woman and an athlete, Hayley gives a personal account of life in the small business world and guides you through all you need to know to start your own business, including: researching your idea and your competition; creating a winning business plan; finding finance; getting the location right; marketing and building your customer base; hiring staff; staying motivated and maintaining a healthy work-life balance. With inspirational case studies from enterprising women and practical information throughout, this book is for every woman who has ever dreamt of starting her own business.



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