



Lets Make Money, Honey: The Couples Guide to Starting a Service Business

By Barry Silverstein

GuideWords Publishing. Paperback. Condition: New. 194 pages. Dimensions: 9.0in. x 6.0in. x 0.4in. A relatively new small business phenomenon is taking place in America: More couples, especially those in the boomer generation, are starting businesses together. Sometimes they do it because they've lost or left their jobs. Sometimes they want to pursue encore careers. But one thing is clear: For a couple, starting a business together presents the special challenge of combining their personal and business lives. Lets Make Money, Honey: The Couples Guide to Starting a Service Business is about a baby boomer couple who start a small service business as a second career. As much as it is a good story, Lets Make Money, Honey is also a how-to guide that covers planning, financing, outfitting, and launching a service business, as well as operations, marketing, sales, customer service, and managing growth. Included are useful tools to help couples assess their business interests and compatibility. Inspiring and instructional, Lets Make Money, Honey will help couples consider whether to start a service business together or provide those ready to move forward with a blueprint for success. Packed with detailed how-to advice based on real-world experience, Lets Make Money, Honey is a...



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