

“A simple and easy to follow guide – takes you step by step through the process of starting and growing your own successful small business...”

In this book you will learn:

- Are you suited to your own business? Take the test
- How to raise finance and find “Business Angels”
- How to develop a winning business plan
- Taxation Guide - the GST and the new tax regime
- How to successfully sell your goods and services
- Time management tips – how to maximise effectiveness
- Advertising – low cost and no cost promotions
- How to find the right name for your business
- How to evaluate the true worth of business ‘goodwill’
- Pricing for profit – how to price your goods & services
- How to manage and project your cash flow
- How to avoid litigation and save money on legal fees
- How to hire, motivate and retain the right staff
- Plus hundreds of hints, tips and short cuts to success...

Peter Thorpe is widely known as *“Mr. Small Business.”*

As founder of *Australian Small Business Review* magazine and through his seminars and consulting work, he has helped thousands of potential entrepreneurs realise the second great Australian dream – becoming their own boss.

Whether you are a seasoned veteran or a brand new starter, you will find the information and wisdom contained in this book enormously helpful and inspirational.

“If you only ever read one book on business make sure it's this one – it will save you a fortune and a lot of heartache!”



SUCCESS SECRETS
for your
small business

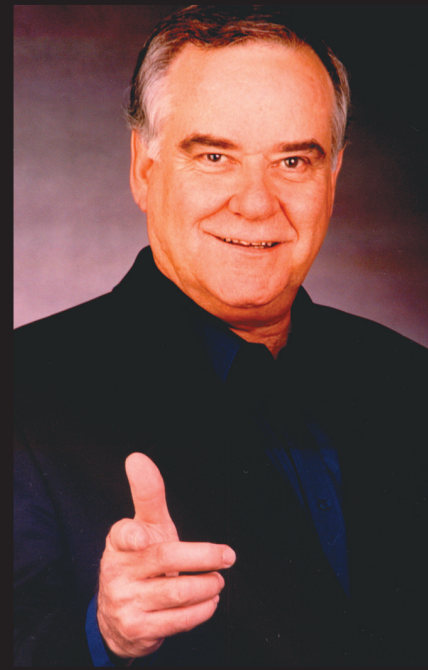


**From the author of the No.1 best seller
Small Business Street Smarts***

SUCCESS SECRETS

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small business



Peter Thorpe

How to start and grow your own successful business in Australia

“I wish this book had been available when I started out in business”

Dick Smith

with companion website

www.sucsessecrets.com.au