

2016

Ep catalog

START

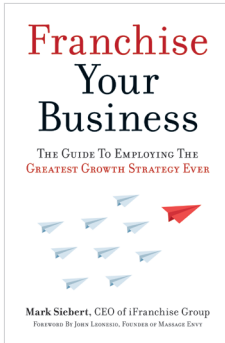
RUN

GROW

YOUR BUSINESS

www.entrepreneurpress.com

Entrepreneur



FRANCHISE YOUR BUSINESS

Mark Siebert

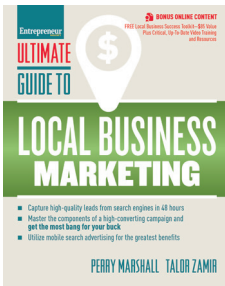
978-1-59918-581-1 \$21.95

eBook: 978-1-61308-331-4

January

Expert consultant Mark Siebert delivers the how-to guide to employing the greatest growth strategy ever—franchising. Siebert shares 30 years of experience, insights, and practical advice to help readers grow their business exponentially while avoiding the pitfalls. This comprehensive guide delivers an overview of the franchising industry and covers:

- How to evaluate existing businesses and their franchisability
- Advantages and disadvantages of franchising as they apply to small business
- Legal considerations, necessary documents, and protecting intellectual property
- Marketing, lead generation, and branding for new franchises



ULTIMATE GUIDE TO LOCAL BUSINESS MARKETING

Perry Marshall and Talor Zamir

978-1-59918-578-1 \$21.95

eBook: 978-1-61308-323-9

February

Google AdWords expert Perry Marshall and lead generation expert Talor Zamir introduce business owners to the basic framework behind a successful local paid search, mobile, and SEO campaign. From defining local search—often confused with paid search and search engine marketing—to local listing and reviews to social outreach and effective content development, this guide delivers the tools to build a complete local marketing campaign.

- Capture high-quality leads from Google AdWords and Bing in 48 hours
- Master the components of a high-converting campaign
- Harness mobile search advertising and Facebook ads



START YOUR OWN SPECIALTY FOOD BUSINESS

The Staff of Entrepreneur Media, Inc. and Cheryl Kimball

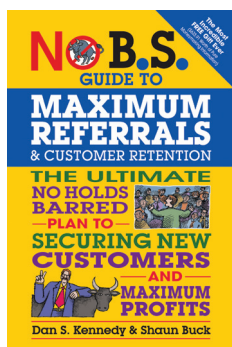
978-1-59918-583-5 \$19.95

eBook: 978-1-61308-333-8

February

Topping \$100 billion in sales in 2014 and primarily driven by small businesses, the specialty food industry presents a ripe opportunity for food artisans and aspiring entrepreneurs. Teamed with practicing entrepreneurs, the experts of Entrepreneur deliver the details behind what's needed to get started and what it takes to succeed.

- Detailed overview of the industry, trends, research, and statistics
- Covers business models and retail business examples
- Explores location options, retail or production space, as well as non-retail options
- First-hand insights, tales-from-the-trenches, advice and tips from practicing entrepreneurs



NO B.S. GUIDE TO MAXIMUM REFERRALS AND CUSTOMER RETENTION

Dan S. Kennedy and Shaun Buck

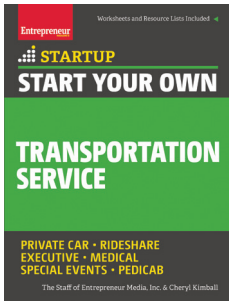
978-1-59918-584-2 \$17.95

eBook: 978-1-61308-334-5

March

Daring readers to stop accepting the cold-call culture, millionaire maker Dan Kennedy, joined by marketing guru Shaun Buck, urges readers to adopt No B.S. practices for cultivating and keeping customers. Illustrated by case studies and examples, Kennedy and Buck deliver practical strategies on:

- Making the switch from a passive referral status quo to an active referral network
- Becoming a lead magnet by focusing on the needs of ideal prospects
- Creating a self-propagating network made up of customers who believe in, promote, and buy



START YOUR OWN TRANSPORTATION SERVICE

The Staff of Entrepreneur Media, Inc. and Cheryl Kimball

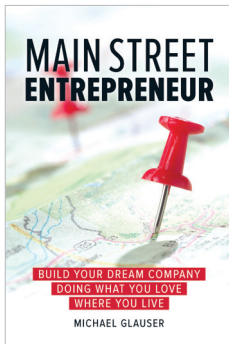
978-1-59918-585-9 \$19.95

eBook: 978-1-61308-335-2

May

Exploring the growing opportunities in personal transportation—private car, rideshare, executive services, and more—this new addition to the Startup Series delivers the how-to for driven entrepreneurs ready to go as big or as small as their market allows, from a single-car rideshare service to a full-fleet operation with multiple drivers.

- Shows readers how to create the foundation to start a business in transportation services
- Addresses the most popular rideshare startups (Uber style) and executive car service
- Provides tips on other profitable transportation businesses: medical transport, special event transportation, and pedicab



MAIN STREET ENTREPRENEUR

Michael Glauser

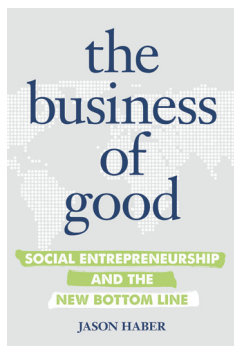
978-1-59918-590-3 \$21.95 Hardcover

eBook: 978-1-61308-340-6

May

Serial entrepreneur and Executive Director of the Jeffrey D. Clark Center for Entrepreneurship at Utah State University Michael Glauser presents nine powerful keys to building a successful business anywhere. These keys—gleaned from interviews with 100 small-town entrepreneurs during a remarkable bicycle ride from the west coast of Oregon to the east coast of Virginia—are the foundation of grass-roots business building; they are the “differences that make the difference” between success and failure when starting, operating, and growing a company.

- Readers will learn how to build a purpose-driven business that address community needs
- Interviews with more than 100 entrepreneurs
- Unique focus on hometown entrepreneurship that shows readers how to grow from anywhere



THE BUSINESS OF GOOD

Jason Haber

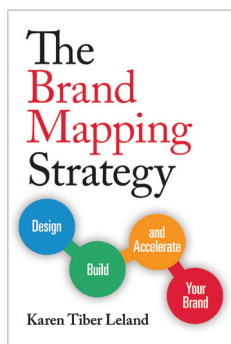
978-1-59918-586-6 \$21.95

eBook: 978-1-61308-336-9

May

The Business of Good narrates the story behind social entrepreneurship as told by the individuals compelled to create a change in the world—not just another business. Serial and social entrepreneur Jason Haber intertwines case studies, anecdotes, and initiatives that have become part of the larger narrative of entrepreneurship. From Main Street to Wall Street, today's social entrepreneurs are rebooting capitalism, challenging the charitable industrial complex, and are disrupting the way companies do business with exciting innovations designed to solve society's most vexing problems.

- Examines Capitalism 2.0, philanthropy, and the role and power of media
- Case studies of social entrepreneurs used to narrate how business is changing how we give, how we invest, and who we are



THE BRAND MAPPING STRATEGY

Karen Tiber Leland

978-1-59918-589-7 \$21.95

eBook: 978-1-61308-339-0

June

Marketing and branding strategist Karen Tiber Leland guides entrepreneurs and business owners alike in creating personal, team, and business brands that work in harmony and parallel with each other.

- Introduces readers to the 10 Step Brand Mapping Process
- Develops a long-term branding platform instead of a short-term strategy
- Case studies explore Celebrity (Donald Trump, Tony Robbins), Cerebral (Bill Gates, Mark Zuckerberg), and Consequential (Marissa Mayer, Sheryl Sandberg) CEOs

SIMPLIFY
How the
Best Businesses
in the World Succeed –
And How You Can Too

Richard Koch
and Greg Lockwood

SIMPLIFY

Richard Koch and Greg Lockwood

978-1-59918-599-6 \$24.95

eBook: 978-1-61308-354-3

October

Serial entrepreneur Richard Koch reveals the powerful principle of simplifying as a strategy for companies to create new markets and increased profits.

- Includes case studies in industries from finance to fast food
- Readers are given the tools to simplify their process, prices, or product offerings

**THE
ADVERTISING
SOLUTION**

Craig Simpson

THE ADVERTISING SOLUTION

Craig Simpson

978-1-59918-596-5 \$21.95

eBook: 978-1-61308-351-2

October

Distilling the wisdom of the world's greatest advertisers, direct marketing expert Craig Simpson delivers an education on direct marketing and advertising copy that creates brand awareness, sells products, and keeps customers engaged.

- Walks readers through time-tested methods of creating effective ad copy that increases profits
- Dissects the principles of legendary marketers like Robert Collier, Claude Hopkins, John Caples, and David Ogilvy



FINANCE YOUR BUSINESS

The Staff of Entrepreneur Media, Inc.

978-1-59918-597-2 \$24.95

eBook: 978-1-61308-352-9

November

A comprehensive companion to our long-time business bestseller *Start Your Own Business* and *Write Your Business Plan*, this how-to guide walks small business owners and entrepreneurs through the critical steps of the financing lifecycle. From seed funding to expansion capital, this book reveals available financing options and assesses which options best suit each venture—and when.

- Defines funding options ranging from small business loans and angel investors to crowdfunding and venture capital
- Real-world examples of funding and financing plans that work
- In-the-trenches financing wisdom that help businesses stay profitable



ULTIMATE GUIDE TO PLATFORM BUILDING

Wendy Keller

978-1-59918-598-9 \$21.95

eBook: 978-1-61308-353-6

November

Marketing expert Wendy Keller delivers the ultimate guide to helping business owners differentiate themselves from the competition through branded marketing, dialed-in content designed to attract the right audience, create customers, and ultimately turn them into raving fans.

- Includes a self-test to help the reader choose which methods of platform building is best for them
- Interviews from successful authors and business owners who've benefited from platform building



MOONLIGHTING ON THE INTERNET (2nd Ed.)

Shelby Larson

978-1-59918-576-7 \$19.95

eBook: 978-1-61308-321-5

Hardcover: 978-1-59918-580-4

\$21.95

March

Readers are presented with five established online solutions proven to create new income in only five to 10 hours per week



START YOUR OWN CONSTRUCTION AND CONTRACTING BUSINESS (3rd Ed.)

The Staff of Entrepreneur Media, Inc. and Rich Mintzer

978-1-59918-591-0 \$19.95

eBook: 978-1-61308-341-3

July

Delivers the tools, tips, and practical advice needed to plan for and build a successful construction business



START YOUR OWN LAWN CARE OR LANDSCAPING BUSINESS (4th Ed.)

The Staff of Entrepreneur Media, Inc. and Cheryl Kimball

978-1-59918-592-7 \$19.95

eBook: 978-1-61308-342-0

August

Green-thumbed entrepreneurs get the latest trends, real-world instruction, tips and insider secrets to raking in profits



START YOUR OWN MEDICAL CLAIMS BILLING SERVICE (4th Ed.)

The Staff of Entrepreneur Media, Inc. and Charlene Davis

978-1-59918-593-4 \$19.95

eBook: 978-1-61308-343-7

September

Organized entrepreneurs are presented with the latest industry information, expert advice and tips from practicing medical claims professionals



START YOUR OWN RESTAURANT AND MORE (5th Ed.)

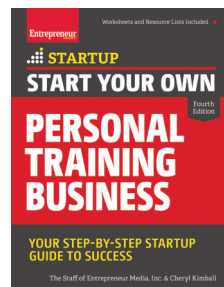
The Staff of Entrepreneur Media, Inc. and Rich Mintzer

978-1-59918-594-1 \$19.95

eBook: 978-1-61308-344-4

October

Aspiring chefs and foodies looking to start a restaurant are provided with the recipe they need to take their business from concept to reality



START YOUR OWN PERSONAL TRAINING BUSINESS (4th Ed.)

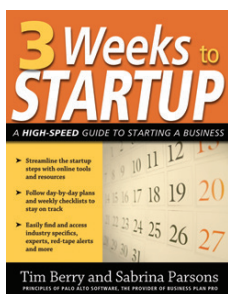
The Staff of Entrepreneur Media, Inc. and Cheryl Kimball

978-1-59918-595-8 \$19.95

eBook: 978-1-61308-345-1

November

Entrepreneurs are presented with the latest trends, resources, and tools, along with sound advice from practicing personal trainers on building a successful business with healthy profits



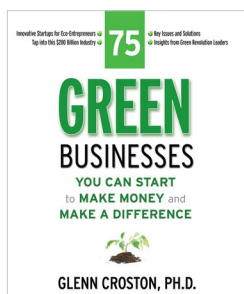
3 Weeks to Startup

Tim Berry and Sabrina Parsons

978-1-599181-967 \$19.95

eBook: 978-1-61308-048-1

A step-by-step guide to streamlining the startup process using the faster, easier world of online resources



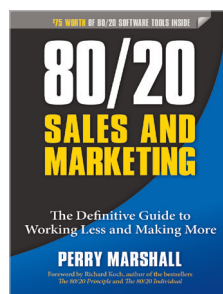
75 Green Businesses You Can Start to Make Money and Make a Difference

Glenn Croston, Ph.D.

978-1-599181-806 \$19.95

eBook: 978-1-61308-035-1

In-depth startup information on innovative ideas like eco-tourism, small wind power, water conservation, and more



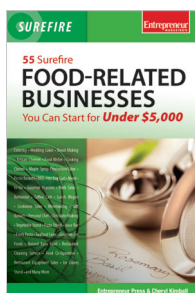
80/20 Sales and Marketing

Perry Marshall

978-1-599185-057 \$21.95

eBook: 978-1-61308-236-2

Converts the 80/20 principle into a master framework that multiplies the power of sales and marketing efforts and makes scary-accurate predictions



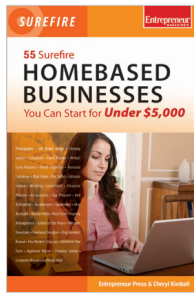
55 Surefire Food-Related Businesses You Can Start for Under \$5,000

Entrepreneur Press and Cheryl Kimball

978-1-599182-551 \$17.95

eBook: 978-1-61308-105-1

Provides "foodies" with ideas and startup essentials to turn their culinary craft into an additional income



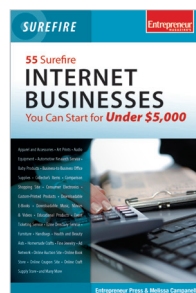
55 Surefire Homebased Businesses You Can Start for Under \$5,000

Entrepreneur Press and Cheryl Kimball

978-1-599182-568 \$17.95

eBook: 978-1-61308-104-4

Outlines a variety of innovative home-business ideas and covers cost-effective startup basics



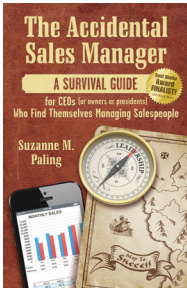
55 Surefire Internet Businesses You Can Start for Under \$5,000

Entrepreneur Press and Melissa Campanelli

978-1-599182-612 \$17.95

eBook: 978-1-61308-106-8

Presents online business ideas, models and tools to help anyone build their own profitable internet business



The Accidental Sales Manager

Suzanne M. Paling

978-1599183-985 \$19.95

eBook: 978-1-61308-017-7

Provides busy CEOs with the encouragement, advice, and tools to successfully hire sales producers and create a high-functioning sales department



A Crash Course on Financial Statements

David Bangs

978-1599183-848 \$19.95

eBook: 978-1-61308-012-2

Teaches small business owners how to get a grasp on their financials and successfully map out their business' financial future



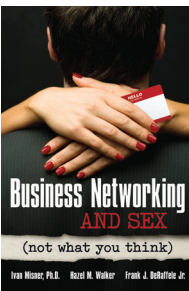
Blogging for Fame and Fortune

Jason R. Rich

978-1599183-428 \$21.95

eBook: 978-1-61308-297-3

From the best in the business, online enthusiasts learn how to create an eye-catching blog that reaps huge financial rewards



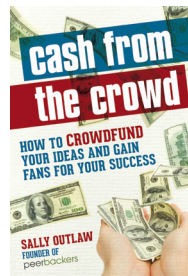
Business Networking and Sex

*Ivan Misner Ph.D.,
Hazel M. Walker, and
Frank J. De Raffe Jr.*

978-1599184-241 \$21.95

eBook: 978-1-61308-168-6

12,000+ surveyed business professionals help deliver a new edge for entrepreneurs—the power to effectively talk business and network with the opposite sex



Cash From The Crowd

Sally Outlaw

Only available in eBook format

eBook: 978-1-61308-260-7

\$15.95

The crowdfunding toolkit with all the resources you need during and after your new venture or campaign



The Direct Mail Solution

Craig Simpson with

Dan S. Kennedy

978-1-59918-518-7 \$17.95

eBook: 978-1-61308-255-3

Build results-producing, promotional campaigns that push the envelope for new business and sales



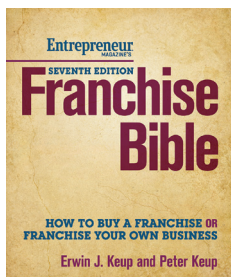
**Dirty Little Secrets:
What the Credit Reporting
Agencies Won't Tell You**

Jason R. Rich

978-1599184-999 \$15.95

eBook: 978-1-61308-229-4

Credit experts reveal little-known strategies for improving credit scores, creating a credit report lenders will love



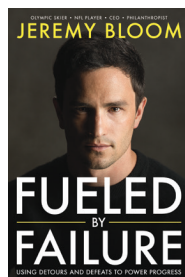
Franchise Bible (7th Ed.)

*Ervin J. Keup and
Peter Keup*

978-1599184-487 \$21.95

eBook: 978-1-61308-181-5

The go-to book for franchise information for both potential franchisees and franchisors to save time and money and prevent mistakes



Fueled by Failure

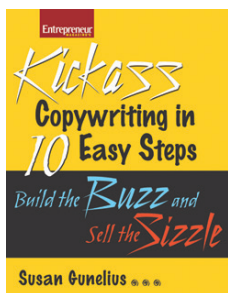
Jeremy Bloom

978-1-59918-563-7 \$21.95

Hardcover

eBook: 978-1-61308-307-9

Jeremy Bloom guides aspiring and startup entrepreneurs in using defeats—big and small—to drive, not derail their success



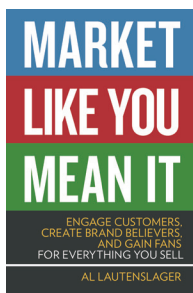
**Kickass Copywriting in
10 Easy Steps**

Susan Gunelius

978-1599182-537 \$21.95

eBook: 978-1-61308-190-7

10 steps to effective, profit-boosting marketing messages



Market Like You Mean It

Al Lautenslager

978-1-59918-535-4 \$19.95

eBook: 978-1-61308-273-7

Reveals simple truths for developing a marketing plan relative to the product and ideal audience



**The Marketing Plan
Handbook (2nd Ed.)**

Robert W. Bly

978-1-59918-559-0 \$19.95

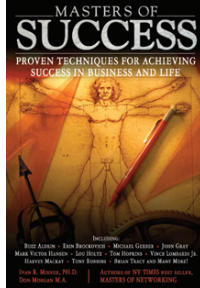
eBook: 978-1-61308-303-1

Reveals critical steps to building a marketing plan that produces the results of an expensive consultant without the hefty costs



Mastering Online Marketing

*Mitch Meyerson with
Mary Eule Scarborough*
978-1599181-516 \$21.95
eBook: 978-1-61308-036-8
12 keys to transform
your website into a sales
powerhouse



Masters of Success

*Ivan R. Misner and
Don Morgan*
978-1-932156-799 \$18.95
eBook: 978-1-61308-144-0
Proven techniques for
achieving success in business
and life



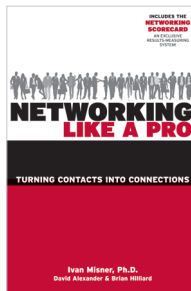
Maverick Startup

Yanik Silver
978-1599184-357 \$21.95
eBook: 978-1-61308-172-3
Entrepreneurs learn the
secrets to turning their big
idea into significant profits—
without taking on debt,
investors, or writing a
business plan



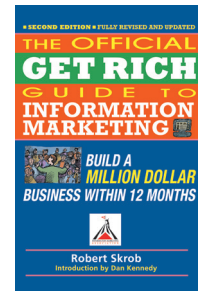
Million Dollar Web Presence

Chad Barr and Alan Weiss
978-1599184-340 \$21.95
eBook: 978-1-61308-171-6
Empowers entrepreneurs
to leverage technology to
dramatically elevate their
brand—and ultimately, drive
more revenue and grow their
business



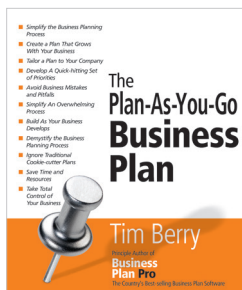
Networking Like A Pro

*Ivan Misner Ph.D.,
David Alexander,
and Brian Hilliard*
978-1599183-565 \$21.95
eBook: 978-1-61308-002-3
Networking pros uncover
undeniably effective
networking techniques
for building, reviving, and
growing a business



The Official Get Rich Guide to Information Marketing (2nd Ed.)

Robert Skrob
978-1599184-104 \$22.95
eBook: 978-1-61308-032-0
Tells entrepreneurs how to
build a million-dollar business
in 12 months with advice
from information marketing
millionaires



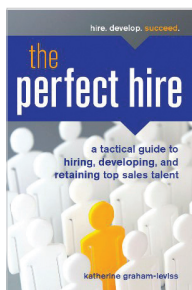
The Plan-As-You-Go Business Plan

Tim Berry

978-1-599181-905 \$19.95

eBook: 978-1-61308-042-9

Business plan guru reveals how to create business plans that provide “just enough” guidance for every situation



The Perfect Hire

Katherine Graham-Leviss

978-1-599184-210 \$19.95

eBook: 978-1-61308-120-4

Empowers entrepreneurs to stop the revolving door of sales hires, arming them with the critical steps to choosing the perfect hire—every time



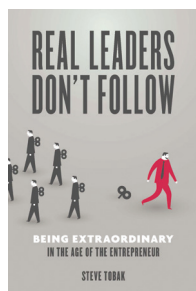
The Power of Loyalty

Roger L. Brooks

978-1-599183-930 \$19.95

eBook: 978-1-61308-016-0

Teaches small business owners how to develop their own customer loyalty strategy in 10 practical steps



Real Leaders Don't Follow

Steve Tobak

978-1-59918-575-0 \$21.95

eBook: 978-1-61308-320-8

Exposes the myths behind today's popular culture, shatters conventional wisdom, and provides a blueprint for success in the real business world



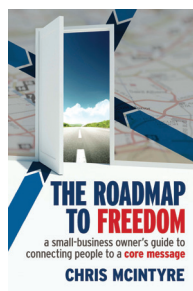
Retail in Detail (5th Ed.)

Ronald L. Bond

978-1-599185-118 \$19.95

eBook: 978-1-61308-244-7

Fifth edition of a top-selling retail title, fully updated to include retailing in today's rapidly changing internet environment



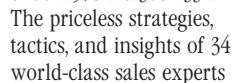
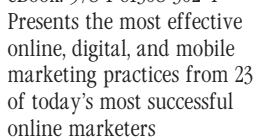
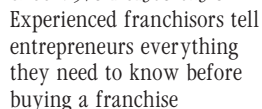
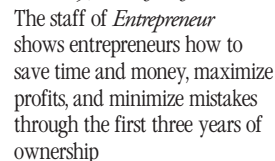
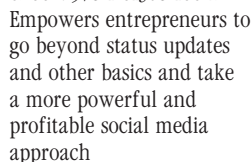
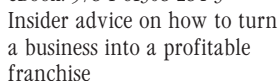
The Roadmap to Freedom

Chris McIntyre

978-1-599184-937 \$19.95

eBook: 978-1-61308-242-3

A small business owner's guide to connecting people to a core message





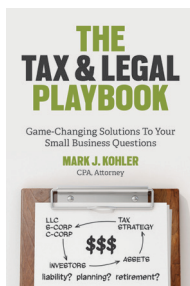
Success Secrets of the Social Media Marketing Superstars

Mitch Meyerson

978-1599183-770 \$21.95

eBook: 978-1-61308-008-5

Presents the secrets, strategies, tactics, and insights of more than 20 of today's top social media experts



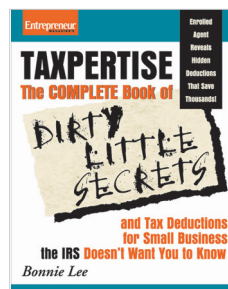
The Tax and Legal Playbook

Mark J. Kohler

978-1-59918-561-3 \$19.95

eBook: 978-1-61308-305-5

A practical guide to the fundamental tax and legal conflicts faced by new and established entrepreneurs



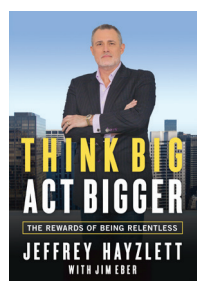
Taxpirtise

Bonnie Lee

978-1599183-503 \$21.95

eBook: 978-1-61308-049-8

Enrolled agent reveals jaw-dropping secrets, eye-opening strategies and practical solutions for dealing with tax issues



Think Big Act Bigger

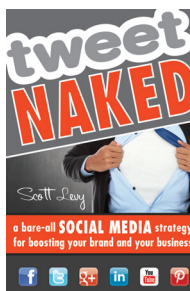
Jeffrey Hayzlett

978-1-59918-574-3 \$24.95

Hardcover

eBook: 978-1-61308-319-2

Jeffrey Hayzlett dares readers to own who they are as leaders, define where they want to go, and do what it takes to get there



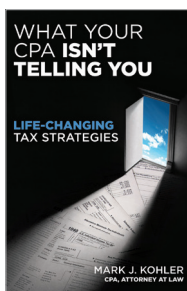
Tweet Naked

Scott Levy

978-1-59918-515-6 \$19.95

eBook: 978-1-61308-247-8

Turn passive followers into brand champions and loyal buyers with proven social media strategies



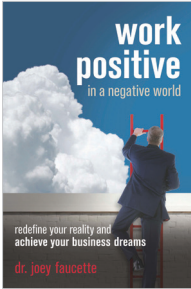
What Your CPA Isn't Telling You

Mark J. Kohler

978-1-59918-416-6 \$19.95

eBook: 978-1-61308-026-9

8 life-changing tax principles teach wage earners how to apply fundamental, but underutilized tax strategies to achieve greater wealth



Work Positive in a Negative World

Dr. Joey Faucette

978-1599184-203 \$19.95

eBook: 978-1-61308-116-7

Entrepreneurs discover the power to Work Positive to perceive, conceive, believe, achieve, and receive remarkable results in their business



Write Your Business Plan

The Staff of Entrepreneur Media, Inc.

978-1-59918-557-6 \$24.95

eBook: 978-1-61308-301-7

Helps define what's essential to any business plan, what's appropriate for each venture, and what it takes to ensure success

SmartStart Your Business Today

Focusing on six popular states for business startup, this state-specific series presents essential guidance to aspiring business owners including state-specific rules, regulations, contacts, and statistics.



How to Start a Business in California

The Staff of Entrepreneur Media, Inc.

eBook: 978-1-61308-325-3

\$24.95



How to Start a Business in Florida

The Staff of Entrepreneur Media, Inc.

eBook: 978-1-61308-326-0

\$24.95



How to Start a Business in New York

The Staff of Entrepreneur Media, Inc.

eBook: 978-1-61308-327-7

\$24.95



How to Start a Business in Texas

The Staff of Entrepreneur Media, Inc.

eBook: 978-1-61308-328-4

\$24.95



How to Start a Business in Virginia

The Staff of Entrepreneur Media, Inc.

eBook: 978-1-61308-329-1

\$24.95



How to Start a Business in Washington

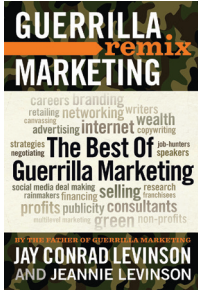
The Staff of Entrepreneur Media, Inc.

eBook: 978-1-61308-330-7

\$24.95

Low-Cost, High-Impact Marketing

Guerrilla Marketing is the bestselling marketing series in history. Authored by The Father of Guerrilla Marketing, the late Jay Conrad Levinson, each marketing battle plan delivers low-cost, high-impact strategies to help small businesses seize big profits.



The Best of Guerrilla Marketing

Jay Conrad Levinson and Jeannie Levinson

978-1599184-227 \$21.95

eBook: 978-1-61308-165-5

Delivers the best of Guerrilla Marketing—a combination of the latest secrets, strategies, tactics, and tools from the top 25 Guerrilla Marketing books



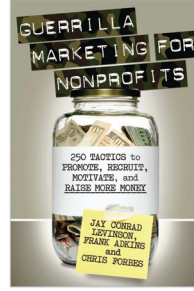
Guerrilla Marketing Field Guide

Jay Conrad Levinson and Jeannie Levinson

978-159918453-1 \$17.95

eBook: 978-1-61308-186-0

30 battle-tested maneuvers in a handy, field guide format that shows marketers how to drive momentum



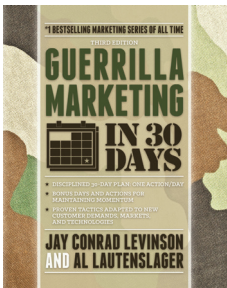
Guerrilla Marketing for Nonprofits

Jay Conrad Levinson, Frank Adkins, and Chris Forbes

978-1599183-749 \$21.95

eBook: 978-1-61308-007-8

Adapts the profit-producing principles of Guerrilla Marketing to the world of nonprofits



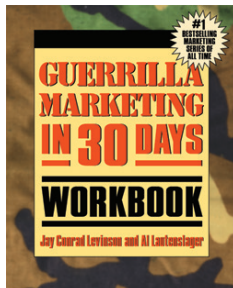
Guerrilla Marketing in 30 Days (3rd Ed.)

Jay Conrad Levinson and Al Lautenslager

978-1-59918-531-6 \$21.95

eBook: 978-1-61308-269-0

With fresh examples, the latest techniques and trends, marketers are given 30 chapters to complete in just 30 days



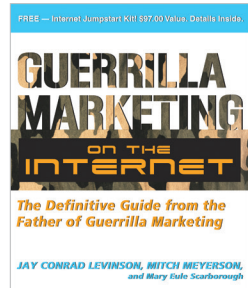
Guerrilla Marketing in 30 Days Workbook

Jay Conrad Levinson and Al Lautenslager

978-1-599180-434 \$14.95

eBook: 978-1-61308-047-4

30-day action plan workbook to kick-start any marketing program



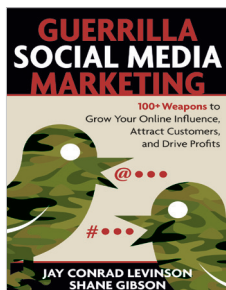
Guerrilla Marketing on the Internet

Jay Conrad Levinson, Mitch Meyerson and Mary Eule Scarborough

978-1599181-943 \$21.95

eBook: 978-1-61308-031-3

Step-by-step system on how to apply the proven “Guerrilla” strategies to the ultimate marketing weapon—the internet



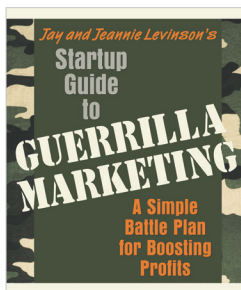
Guerrilla Social Media Marketing

*Jay Conrad Levinson and
Shane Gibson*

978-1599183-831 \$21.95

eBook: 978-1-61308-009-2

Combines the timeless principles of Guerrilla Marketing with today's leading-edge social media applications, tools and strategies



Startup Guide to Guerrilla Marketing

*Jay Conrad Levinson
and Jeannie Levinson*

978-1599181-530 \$21.95

eBook: 978-1-61308-033-7

The prequel to the bestselling book, taking marketers from novices to experts

No B.S. – Just Success

Irreverent but highly effective guides with straight-talking advice for entrepreneurs who are open to a whole new way of thinking.



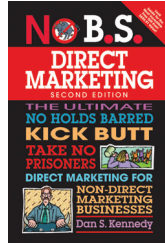
No B.S. Business Success in The New Economy

Dan S. Kennedy

978-1599183-619 \$15.95

eBook: 978-1-61308-000-9

Reveals what every business owner needs to know to succeed in the tougher, more demanding marketplace



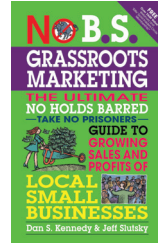
No B.S. Direct Marketing (2nd Ed.)

Dan S. Kennedy

978-1599185-019 \$17.95

eBook: 978-1-61308-232-4

The undisclosed, off-the-record strategies of today's top direct marketers



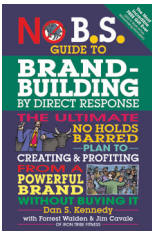
No B.S. Grassroots Marketing

Dan S. Kennedy and Jeff Slutsky

978-1599184-395 \$17.95

eBook: 978-1-61308-170-9

Dares small business owners to break free of the ingrained tendencies to “advertise when you need more customers” and to copycat what they see big, national companies doing



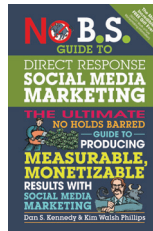
No B.S. Guide to Brand-Building by Direct Response

Dan S. Kennedy with Forrest Walden and Jim Cavale

978-1-59918-533-0 \$17.95

eBook: 978-1-61308-271-3

Entrepreneurs learn how to develop and gain profit from their personal or business brand—without corporate-sized investment



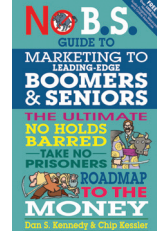
No B.S. Guide to Direct Response Social Media Marketing

Dan S. Kennedy and Kim Walsh Phillips

978-1-59918-577-4 \$17.95

eBook: 978-1-61308-322-2

Prompts readers to invest only in those social media marketing efforts that drive results—those that demand a measurable, proven profitable, direct response



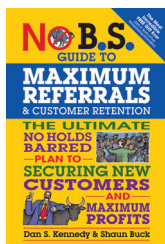
No B.S. Guide to Marketing to Leading-Edge Boomers and Seniors

Dan S. Kennedy and Chip Kessler

978-1599184-500 \$17.95

eBook: 978-1-61308-183-9

Makes the case that marketing to seniors and boomers is vital and helps readers understand this demographic's attitudes, interests, spending patterns, and buying preferences



No B.S. Maximum Referrals and Customer Retention

Dan S. Kennedy and Shaun Buck

978-1-59918-584-2 \$17.95

eBook: 978-1-61308-334-5

March

Businesses learn how to adopt No BS practices for cultivating and keeping customers



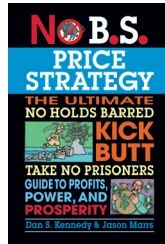
No B.S. Marketing to the Affluent (2nd Ed.)

Dan S. Kennedy

978-1-59918-536-1 \$17.95

eBook: 978-1-61308-309-3

Businesses learn how to recognize, understand, and market to today's brand-conscious, affluent consumer



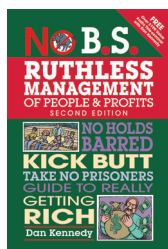
No B.S. Price Strategy

Dan S. Kennedy and Jason Marrs

978-1-59918-400-5 \$17.95

eBook: 978-1-61308-024-5

Small business owners are empowered to take control of their profits by taking charge of the source—their price



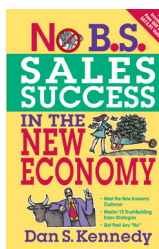
No B.S. Ruthless Management of People and Profits (2nd Ed.)

Dan S. Kennedy

978-1-59918-540-8 \$17.95

eBook: 978-1-61308-275-1

New chapters and case studies expand on Kennedy's proven (if radical) strategies to mandate and get accountability, profitability and productivity from employees



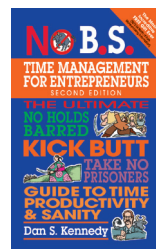
No B.S. Sales Success in The New Economy

Dan S. Kennedy

978-1-59918-572 \$15.95

eBook: 978-1-61308-001-6

Sales professionals learn how to build trust among New Economy consumers, radically increase their selling power and dramatically grow their sales income



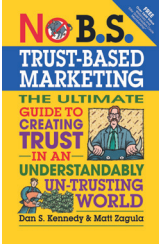
No B.S. Time Management (2nd Ed.)

Dan S. Kennedy

978-1-59918-095 \$15.95

eBook: 978-1-61308-245-4

Kennedy tackles the technology of today and delivers new insights and tools for boosting personal productivity in keeping with his "less is more" approach



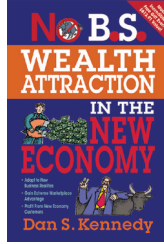
No B.S. Trust-Based Marketing

*Dan S. Kennedy and
Matt Zagula*

978-1599184-401 \$17.95

eBook: 978-1-61308-176-1

Presents an eye-opening look at the core of all business—trust—and reveals the secrets to gaining it, keeping it, and using it to attract more affluent clients and inspire referrals



No B.S. Wealth Attraction in The New Economy

Dan S. Kennedy

978-1599183-695 \$15.95

eBook: 978-1-61308-006-1

Reveals 28 wealth-alluring strategies to help business owners and entrepreneurs attract opportunity

Start a Business – We'll Show You How

Everything you need to know about starting and running more than 55 of today's hottest businesses.



- **Arts and Crafts Business (2nd Ed.)**
978-159918100-4 \$17.95
eBook: 978-1-61308-050-4
- **Automobile Detailing Business (2nd Ed.)**
978-1599181-769 \$17.95
eBook: 978-1-61308-051-1
- **Bar and Club (4th Ed.)**
978-1599185-194 \$19.95
eBook: 978-1-61308-256-0
- **Bed and Breakfast (2nd Ed.)**
Only available in eBook format
eBook: 978-1-61308-053-5 \$17.95
- **Blogging Business (3rd Ed.)**
978-1599185-217 \$19.95
eBook: 978-1-61308-274-4
- **Business on eBay (2nd Ed.)**
978-1599180-861 \$17.95
eBook: 978-1-61308-055-9
- **Car Wash (2nd Ed.)**
978-1-599181-011 \$15.95
eBook: 978-1-61308-056-6
- **Child-Care Service (4th Ed.)**
978-1-599185-567-5 \$19.95
eBook: 978-1-61308-308-6
- **Cleaning Service (4th Ed.)**
978-1-599185-528-6 \$19.95
eBook: 978-1-61308-266-9
- **Clothing Store and More (3rd Ed.)**
978-1599183-954 \$19.95
eBook: 978-1-61308-059-7
- **Coaching Business (2nd Ed.)**
978-1599184-456 \$19.95
eBook: 978-1-61308-184-6
- **Coin-Operated Laundry (3rd Ed.)**
Only available in eBook format
eBook: 978-1-61308-189-1 \$19.95
- **College Planning Consultant Business**
978-1599185-064 \$19.95
eBook: 978-1-61308-246-1
- **Construction and Contracting Business (2nd Ed.)**
978-1599185-033 \$19.95
eBook: 978-1-61308-234-8
(3rd Ed.)
978-1-599185-591-0 \$19.95
eBook: 978-1-61308-341-3
July
- **Consulting Business (4th Ed.)**
978-1-599185-529-3 \$19.95
eBook: 978-1-61308-267-6
- **Day Spa and More**
978-1599181-226 \$17.95
eBook: 978-1-61308-064-1
- **eBusiness (3rd Ed.)**
978-1-599185-530-9 \$19.95
eBook: 978-1-61308-268-3
- **eLearning or Training Business**
978-1-599185-573-6 \$19.95
eBook: 978-1-61308-318-5
- **Event Planning Business (4th Ed.)**
978-1-599185-562-0 \$19.95
eBook: 978-1-61308-306-2
- **Executive Recruiting Business (2nd Ed.)**
978-1599181-264 \$19.95
eBook: 978-1-61308-068-9
- **Fashion Accessories Business (2nd Ed.)**
978-1599185-040 \$19.95
eBook: 978-1-61308-235-5
- **Food Truck Business (2nd Ed.)**
978-1-599185-564-4 \$19.95
eBook: 978-1-61308-310-9
- **Freelance Writing Business and More**
978-1599181-752 \$19.95
eBook: 978-1-61308-071-9
- **Freight Brokerage Business (4th Ed.)**
978-1-599185-544-6 \$19.95
eBook: 978-1-61308-282-9
- **Gift Basket Business and More (2nd Ed.)**
978-1599181-875 \$17.95
eBook: 978-1-61308-073-3
- **Grant-Writing Business (2nd Ed.)**
978-1599184-463 \$19.95
eBook: 978-1-61308-249-2
- **Graphic Design Business**
978-1599181-639 \$17.95
eBook: 978-1-61308-075-7
- **Green Business**
978-1599183-398 \$17.95
eBook: 978-1-61308-076-4
- **Hair Salon and Day Spa (3rd Ed.)**
978-1-599185-543-9 \$19.95
eBook: 978-1-61308-281-2
- **Home Inspection Service (2nd Ed.)**
978-1-599181-288 \$17.95
eBook: 978-1-61308-078-8
- **Import/Export Business (4th Ed.)**
978-1599185-532-3 \$19.95
eBook: 978-1-61308-270-6

- **Information Marketing Business (2nd Ed.)**
978-1599185-002 \$19.95
eBook: 978-1-61308-230-0
- **Kid-Focused Business**
978-1599182-582 \$17.95
eBook: 978-1-61308-082-5
- **Lawn Care or Landscaping Business (3rd Ed.)**
978-1599184-081 \$19.95
eBook: 978-1-61308-113-6
- **(4th Ed.)**
978-1-59918-592-7 \$19.95
eBook: 978-1-61308-342-0
August
- **Mail Order Business (2nd Ed.)**
978-1599181-738 \$17.95
eBook: 978-1-61308-083-2
- **Medical Claims Billing Service (3rd Ed.)**
978-1-599184-449 \$19.95
eBook: 978-1-61308-179-2
- **(4th Ed.)**
978-1-59918-593-4 \$19.95
eBook: 978-1-61308-343-7
September
- **Microbrewery, Distillery or Cider**
978-1-59918-565-1 \$19.95
eBook: 978-1-61308-311-6
- **Nonprofit Organization**
978-1-59918-527-9 \$19.95
eBook: 978-1-61308-265-2
- **Online Education Business**
978-1-599181-202 \$17.95
eBook: 978-1-61308-087-0
- **Online Coupon or Daily Deal Business**
978-1599185-125 \$19.95
eBook: 978-1-61308-237-9
- **Personal Concierge Service (3rd Ed.)**
978-1599184-258 \$19.95
eBook: 978-1-61308-164-8
- **Personal Training Business (3rd Ed.)**
978-1599184-265 \$19.95
eBook: 978-1-61308-175-4
- **(4th Ed.)**
978-1-59918-595-8 \$19.95
eBook: 978-1-61308-345-1
November
- **Pet Business and More**
978-1599181-868 \$19.95
eBook: 978-1-61308-090-0
- **Pet-Sitting Business and More (2nd Ed.)**
978-1-599181-103 \$17.95
eBook: 978-1-61308-091-7
- **Photography Business (2nd Ed.)**
978-1-599184-470 \$19.95
eBook: 978-1-61308-188-4
- **Public Relations Business**
978-1599183-381 \$17.95
eBook: 978-1-61308-093-1
- **Restaurant and More (4th Ed.)**
978-1599184-432 \$19.95
eBook: 978-1-61308-177-8
- **(5th Ed.)**
978-1-59918-594-1 \$19.95
eBook: 978-1-61308-344-4
October
- **Retail Business and More (4th Ed.)**
978-1-59918-566-8 \$19.95
eBook: 978-1-61308-312-3
- **Self-Publishing Business (3rd Ed.)**
978-1-599184-371 \$19.95
eBook: 978-1-61308-174-7
- **Senior Services Business (3rd Ed.)**
978-1-59918-541-5 \$19.95
eBook: 978-1-61308-279-9
- **Specialty Food Business**
978-1-59918-583-5 \$19.95
eBook: 978-1-61308-333-8
- **Staffing Service (2nd Ed.)**
978-1599185-071 \$19.95
eBook: 978-1-61308-238-6
- **Transportation Service**
978-1-59918-585-9 \$19.95
eBook: 978-1-61308-335-2
May
- **Travel Business and More (2nd Ed.)**
978-1-599184-333 \$19.95
eBook: 978-1-61308-169-3
- **Tutoring and Test Prep Business**
978-1599183-473 \$17.95
eBook: 978-1-61308-100-6
- **Vending Business (3rd Ed.)**
978-1599184-364 \$19.95
eBook: 978-1-61308-173-0
- **Wedding Consultant Business (3rd Ed.)**
978-1599184-272 \$19.95
eBook: 978-1-61308-167-9
- **Wholesale Distribution (3rd Ed.)**
978-1-59918-545-3 \$19.95
eBook: 978-1-61308-283-6

Let Us Give You the Tools You Need to Succeed

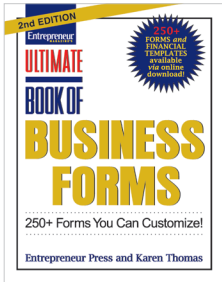
Complete with instant access to *Entrepreneur's Startup Resource Kit*—a customizable toolkit offering access to thousands of business letters, sales letters, sample documents, and more.

Only available in eBook format

- **Bar and Club (4th Ed.)**
eBook: 978-1-61308-277-5 \$49.00
- **Blogging Business (3rd Ed.)**
eBook: 978-1-61308-276-8 \$49.00
- **Child-Care Service (3rd Ed.)**
eBook: 978-1-61308-317-8 \$49.00
- **Cleaning Service (4th Ed.)**
eBook: 978-1-61308-286-7 \$49.00
- **Clothing Store and More (3rd Ed.)**
eBook: 978-1-61308-195-2 \$49.00
- **Coaching Business (2nd Ed.)**
eBook: 978-1-61308-254-6 \$49.00
- **Coin-Operated Laundry (3rd Ed.)**
eBook: 978-1-61308-250-8 \$49.00
- **College Planning Consultant**
eBook: 978-1-61308-263-8 \$49.00
- **Construction and Contracting Business (2nd Ed.)**
eBook: 978-1-61308-252-2 \$49.00
(3rd Ed.)
eBook: 978-1-61308-350-5 \$49.00
July
- **Consulting Business (4th Ed.)**
eBook: 978-1-61308-292-8 \$49.00
- **Day Spa and More**
eBook: 978-1-61308-200-3 \$49.00
- **eLearning or Training Business**
eBook: 978-1-61308-318-5 \$49.00
- **e-Business (3rd Ed.)**
eBook: 978-1-61308-291-1 \$49.00
- **Event Planning Business (4th Ed.)**
eBook: 978-1-61308-313-0 \$49.00
- **Fashion Accessories Business (2nd Ed.)**
eBook: 978-1-61308-262-1 \$49.00
- **Food Truck Business (2nd Ed.)**
eBook: 978-1-61308-314-7 \$49.00
- **Freelance Writing Business**
eBook: 978-1-61308-205-8 \$49.00
- **Freight Brokerage Business (4th Ed.)**
eBook: 978-1-61308-288-1 \$49.00
- **Grant Writing Business (2nd Ed.)**
eBook: 978-1-61308-249-2 \$49.00
- **Graphic Design Business**
eBook: 978-1-61308-208-9 \$49.00
- **Green Business**
eBook: 978-1-61308-209-6 \$49.00
- **Hair Salon and Day Spa (3rd Ed.)**
eBook: 978-1-61308-294-2 \$49.00
- **Import/Export Business (4th Ed.)**
eBook: 978-1-61308-290-4 \$49.00
- **Information Marketing Business (2nd Ed.)**
eBook: 978-1-61308-248-5 \$49.00
- **Lawn Care or Landscaping (4th Ed.)**
eBook: 978-1-61308-213-3 \$49.00
(5th Ed.)
eBook: 978-1-61308-346-8 \$49.00
August
- **Medical Claims Billing Service (4th Ed.)**
eBook: 978-1-61308-214-0 \$49.00
(5th Ed.)
eBook: 978-1-61308-347-5 \$49.00
September
- **Microbrewery, Distillery, or Cidery**
eBook: 978-1-61308-315-4 \$49.00
- **Nonprofit Organization**
eBook: 978-1-61308-293-5 \$49.00
- **Online Coupon or Daily Deal Business**
eBook: 978-1-61308-261-4 \$49.00
- **Online Education Business**
eBook: 978-1-61308-215-7 \$49.00
- **Personal Concierge Business (3rd Ed.)**
eBook: 978-1-61308-216-4 \$49.00
- **Personal Training Business (3rd Ed.)**
eBook: 978-1-61308-217-1 \$49.00
(4th Ed.)
eBook: 978-1-61308-349-9 \$49.00
November
- **Pet Business and More**
eBook: 978-1-61308-218-8 \$49.00
- **Photography Business (2nd Ed.)**
eBook: 978-1-61308-251-5 \$49.00
- **Public Relations Business**
eBook: 978-1-61308-220-1 \$49.00
- **Restaurant and More (4th Ed.)**
eBook: 978-1-61308-221-8 \$49.00
(5th Ed.)
eBook: 978-1-61308-348-2 \$49.00
October
- **Retail Business and More (3rd Ed.)**
eBook: 978-1-61308-316-1 \$49.00
- **Self Publishing (3rd Ed.)**
eBook: 978-1-61308-223-2 \$49.00
- **Senior Service Business (3rd Ed.)**
eBook: 978-1-61308-289-8 \$49.00
- **Specialty Food Business**
eBook: 978-1-61308-337-6 \$49.00
February
- **Staffing Service (2nd Ed.)**
eBook: 978-1-61308-264-5 \$49.00
- **Transportation Service**
eBook: 978-1-61308-338-3 \$49.00
May
- **Travel Business and More (2nd Ed.)**
eBook: 978-1-61308-225-6 \$49.00
- **Tutoring and Test Prep Business**
eBook: 978-1-61308-226-3 \$49.00
- **Vending Business (3rd Ed.)**
eBook: 978-1-61308-227-0 \$49.00
- **Wedding Consultant Business (3rd Ed.)**
eBook: 978-1-61308-228-7 \$49.00
- **Wholesale Distribution (3rd Ed.)**
eBook: 978-1-61308-287-4 \$49.00

Business Solutions For the Real World

Each volume is an authoritative, comprehensive encyclopedia on its topic.



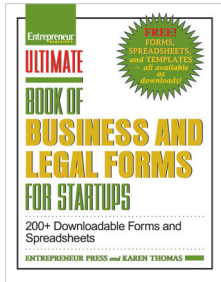
Ultimate Book of Business Forms (2nd Ed.)

Entrepreneur Press and Karen Thomas

978-1599183-794 \$29.95

eBook: 978-1-61308-011-5

Features more than 200 business forms—available immediately via download, ready to use, and customizable for most businesses



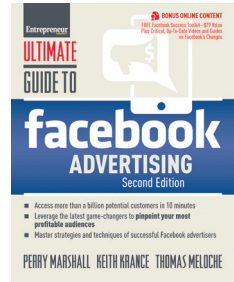
Ultimate Book of Business and Legal Forms for Startups

Entrepreneur Press and Karen Thomas

978-1599183-893 \$29.95

eBook: 978-1-61308-014-6

Features more than 200 business and legal forms and covers all aspects of starting, operating and sustaining a successful startup



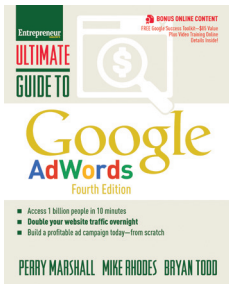
Ultimate Guide to Facebook Advertising (2nd Ed.)

Perry Marshall, Keith Krance, and Thomas Meloeche

978-1599185-460 \$21.95

eBook: 978-1-61308-285-0

Updated edition with revised and new chapters covering Facebook's recent developments and key changes



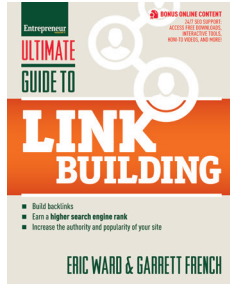
Ultimate Guide to Google AdWords (4th Ed.)

Perry Marshall, Mike Rhodes, and Bryan Todd

978-1-59918-542-2 \$24.95

eBook: 978-1-61308-280-5

Presents the fundamentals of search advertising success and how to build an aggressive, streamlined campaign proven to increase search engine visibility and capture sales



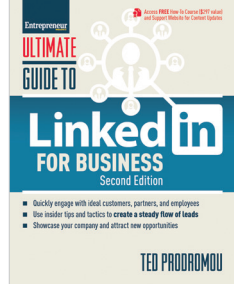
Ultimate Guide to Link Building

Eric Ward and Garrett French

978-1-59918-442-5 \$21.95

eBook: 978-1-61308-180-8

The world's most recognized authority on link building clears up any confusion surrounding link marketing and reveals the secret behind earning a higher ranking from search engines and customers



Ultimate Guide to LinkedIn for Business (2nd Ed.)

Ted Prodromou

978-1-59918-560-6 \$21.95

eBook: 978-1-61308-304-8

Proven methods to maximize the world's largest professional network and the fastest growing source for targeting potential customers, partners, and employees



Ultimate Guide to Local Business Marketing

Perry Marshall and Talar Zamir

978-1-59918-578-1 \$21.95

eBook: 978-1-61308-323-9

February

Presents the tools to build an entire local business marketing campaign online



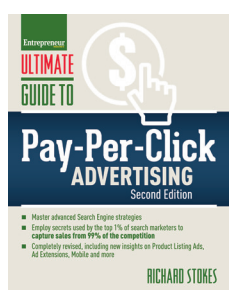
Ultimate Guide to Optimizing Your Website (3rd Ed.)

Jon Rognerud

978-1-59918-520-0 \$21.95

eBook: 978-1-61308-257-7

With more than 30 percent new content, this book offers the latest strategies to building traffic, converting sales, and making more money with SEO



Ultimate Guide to Pay-Per-Click Advertising (2nd Ed.)

Richard Stokes

978-1-59918-534-7 \$21.95

eBook: 978-1-61308-272-0

The book offers the latest techniques to outsmart competitors and elevate search results



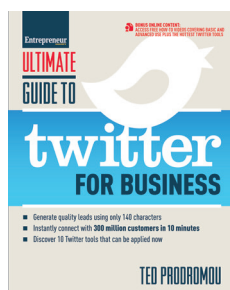
Ultimate Guide to Pinterest for Business

Karen Leland

978-1599185-088 \$21.95

eBook: 978-1-61308-231-7

The step-by-step guide to creating small business success one pin at a time



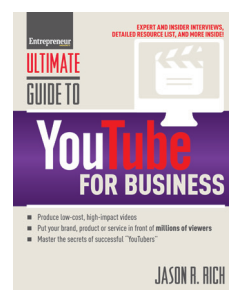
Ultimate Guide to Twitter for Business

Ted Prodromou

978-1599184-494 \$21.95

eBook: 978-1-61308-182-2

Everything needed to turn Twitter into a game-changer, driving the conversations and buzz to your small business



Ultimate Guide to YouTube for Business

Jason R. Rich

978-1599185-101 \$21.95

eBook: 978-1-61308-241-6

Covers how to use the power of video to attract new customers, or to promote a person, product or service

Entrepreneur[®]

PRESS

Entrepreneur Press specializes in quality paperbacks and ebooks that focus on the entrepreneur in us all. Addressing the diverse challenges at all stages of business, each Entrepreneur Press book aims to provide actionable solutions to help entrepreneurs excel in all ventures they take on. Whether starting and operating a business, leading people or companies, building a brand, engaging customers, or investing for the future, the books and ebooks published by Entrepreneur Press help individuals achieve success both in business and in life.

The book authors and experts published by Entrepreneur Press are well-respected resources within their trade whose work, including how-to book excerpts, articles, and tips, can often be read in notable print and online publications including Entrepreneur.com. Many are successful entrepreneurs themselves drawing upon their successes and failures to provide practical, in-the-trenches strategies for all knowledge levels.

www.entrepreneurpress.com

Entrepreneur[®]

MAGAZINE

For 33 years, *Entrepreneur* has been the definitive guide to all the diverse challenges of business ownership. The magazine has quickly expanded along with the needs of its readers, equipping entrepreneurs with the critical information they require and demand to grow their businesses. Entrepreneurs have a community with the magazine—a place they can go to learn how to face business challenges head-on and persevere. Every issue of *Entrepreneur* is as inspirational as it is informational, covering what inspires entrepreneurs as well as what they need to know to succeed. Published 12 times a year, the magazine is available by subscription and on newsstands in the United States and Canada.

www.entrepreneur.com/magazine

Entrepreneur[®]

ONLINE

When business owners need answers, Entrepreneur.com is their source for solutions. Visitors can access the website to find new insights and delve into core issues that affect every aspect of business management. Entrepreneur.com is their trusted mobile business partner, ready to connect business owners not only to an infinite source of information but also an expansive online community where entrepreneurs meet, share and grow.

www.entrepreneur.com

**Entrepreneur Press is distributed by Publishers Group West.
To place an order contact:**

In the United States:

Publishers Group West
1700 Fourth Street
Berkley, CA 94710
www.pgw.com
Customer Service
Toll Free: 800-788-3123
Fax: 800-351-5073
orderentry@perseusbooks.com

In Canada:

Publishers Group Canada
599 College Street, Unit 402
Toronto, Ontario M6G 1A9
Tel: 416-934-9900
Fax: 416-934-1410
info@pgcbooks.ca
customerservice@raincoast.com

International Inquiries and Orders

Publishers Group Worldwide
841 Broadway, 4th Floor
New York, NY 10003 USA
Tel: 212-614-7981
Fax: 212-614-7866
intlorders@pgw.com



**PUBLISHERS
GROUP WEST**

Prices are subject to change without notice. Orders are subject to acceptance. Shipping charges may be extra.

About Publishers Group West

Publishers Group West (PGW) is the leading book sales and distribution company in the United States, representing over 100 independent client publishers. PGW sets the standard for integrated, full-service distribution, provides complete digital conversion services, and is a top-ten vendor to retailers and wholesalers throughout the industry. PGW's market leadership, experience, flexibility, and customized services provide valued client publishers with comprehensive and targeted distribution to meet today's ever changing market place.

CONTACT US

For general queries about Entrepreneur Press, please email
press@entrepreneur.com or contact:

Entrepreneur Press
18061 Fitch
Irvine, CA 92614
800-833-3324

For information regarding submitting a book proposal, visit
www.entrepreneur.com/entrepreneurpress



18061 Fitch, Irvine, CA 92614
949/261-2325 | 800/864-6864 | Fax: 949/261-7729