

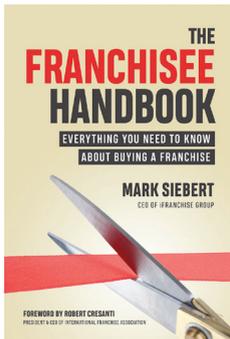
Start. Run. Grow.

**YOUR
BUSINESS /**

2019 CATALOG
Entrepreneur. PRESS



2019 Original Paperbacks



The Franchisee Handbook

Mark Siebert

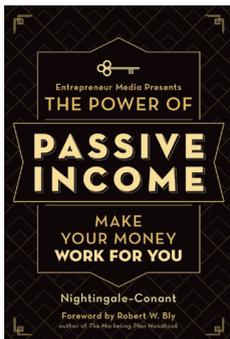
978-1-59918-639-9 \$21.99

eBook: 978-1-61308-399-4

January

Written to show readers how to assess and invest in franchise opportunities so they end up with the right fit for their entrepreneurial style, franchising expert Mark Siebert shares tales from the trenches and real-world anecdotes from successful franchises (and a few cautionary tales from those who didn't make it). Siebert lays out everything needed to know before signing with well-known franchises from locally-owned names to global brands. Readers will learn how to:

- Research and vet potential franchise opportunities with comprehensive checklists
- Ask franchisors all the right questions throughout the process and watch for red flags
- Build a plan that will ensure strength and growth of the business once they sign the dotted line



The Power of Passive Income

Nightingale-Conant

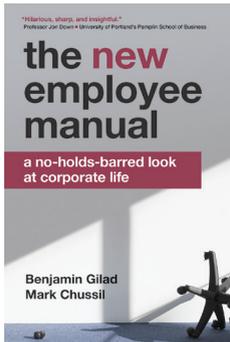
978-1-59918-637-5 \$21.99

eBook: 978-1-61308-396-3

February

Entrepreneur Media has teamed up with Nightingale-Conant, the world leader in self-development, to show readers how to escape the 9-to-5 rat race, harness the power of passive income, and earn a steady stream of cash while living their best life. In this incredibly practical, densely packed, idea-rich book, readers will learn to:

- Generate a six-figure income with a clear strategy that fits their goals
- Build the kind of wealth that matters most to them with little to no stress
- Get out of their debt hole, build their nest egg, and earn long-term freedom



The NEW Employee Manual

Benjamin Gilad, Ph.D. & Mark Chussil, M.B.A.

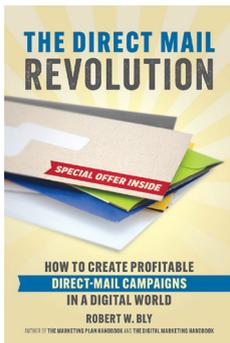
978-1-59918-642-9 \$21.99

eBook: 978-1-61308-402-1

March

Dr. Benjamin Gilad is a leading developer of competitive intelligence theory and practice in the U.S. Mark Chussil, MBA, is a pioneer in business war gaming and an expert in business-strategy simulation. Together, they offer *The NEW Employee Manual*, a guidebook for independent thinkers and mavericks who want to avoid the cube farms and make real impact. With witty banter, real-world examples, and a satirical (but downright honest) tone, Gilad and Chussil teach readers how to:

- Navigate office politics with the right attitude and the right questions
- Apply competitive strategy to enhance their career and their company
- Cope with corporate dysfunction without becoming another cog in a machine



The Direct Mail Revolution

Robert W. Bly

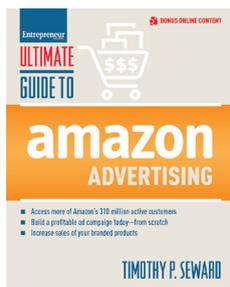
978-1-59918-630-6 \$21.99

eBook: 978-1-61308-389-5

March

Legendary copywriting pioneer and marketing expert Robert W. Bly shares the game-winning strategies for building direct-mail marketing campaigns that earn an ROI as high as 1,300 percent. Written as a comprehensive blueprint to winning new and ongoing sales with direct mail, business owners new to or experienced with direct-mail marketing will learn how to:

- Craft an array of direct-mail marketing pieces including letters, brochures, and postcards
- Use design layouts and irresistible offers that will keep their hard work out of the trash
- Seamlessly integrate print and digital strategies for a multidimensional sales funnel



Ultimate Guide to Amazon Advertising

Timothy P. Seward

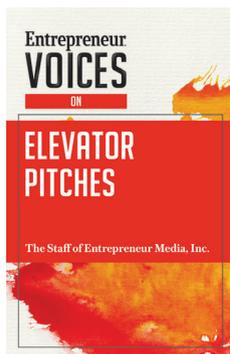
978-1-59918-638-2 \$21.99

eBook: 978-1-61308-398-7

May

Amazon marketing and ecommerce expert Timothy P. Seward helps readers navigate the ever-changing world of Amazon in the new *Ultimate Guide to Amazon Advertising*. Whether they run a homebased operation, manage marketing for a large cooperation, or something in between, readers will gain the strategies and tools they need to:

- Craft an Amazon strategy that fits their business format and goals
- Boost online sales and brand presence with Amazon Marketing Services
- Analyze and leverage the data Amazon provides to build more successful campaigns



Entrepreneur Voices on Elevator Pitches

The Staff of Entrepreneur Media, Inc.

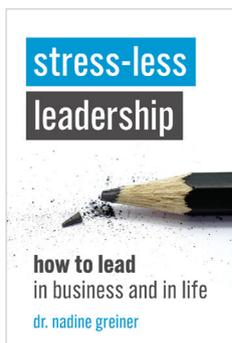
978-1-59918-646-7 \$19.99

eBook: 978-1-61308-407-6

June

With hundreds of thousands of new businesses rising in the U.S. every year, *Entrepreneur Voices on Elevator Pitches* is the ultimate guide to crafting the perfect pitch. From business plans to body language, more than 20 entrepreneurs, venture capitalists, and experts from both sides of the board room offer their best stories and advice to teach readers to:

- Make a great first impression and sell their business idea in just 60 seconds
- Match and connect with the right VCs and investors ahead of the first meeting
- Prepare for on-the-spot questions and leverage every “No” to find the perfect “Yes”



Stress-Less Leadership

Dr. Nadine Greiner

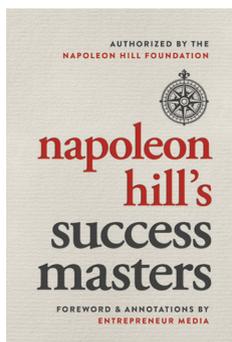
978-1-59918-650-4 \$20.99

eBook: 978-1-61308-411-3

August

Stress-Less Leadership presents the truth: stress is not a necessary evil. It is not a badge of honor, and it is not a way of life. Combining her firsthand experience, countless case studies, and deep-dive research, executive coach Nadine Greiner, PhD gives current and aspiring business leaders the tools they need to conquer the stress that's holding them back. This book shows readers how to:

- Melt away worry by creating soothing habits and self-care routines
- Escape the vicious cycle, get out of their own way, and kick stress out the door
- Build happier, healthier relationships in their business and personal lives



Napoleon Hill's Success Masters

Napoleon Hill

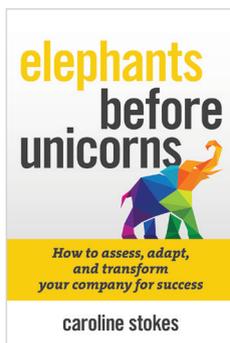
978-1-59918-649-8 \$21.99

eBook: 978-1-61308-410-6

September

Napoleon Hill is the source for classic self-help motivation, and his legacy lives on through The Napoleon Hill Foundation's partnership with Entrepreneur Media to present *Napoleon Hill's Success Masters*. Featuring classic self-help essays by Napoleon Hill alums like Paul Harvey, W. Clement Stone, Henry van Dyke, Dr. Norman Vincent Peale, and Earl Nightingale, readers will learn how to:

- Develop a winner's mindset and overcome discouragement
- Strategize useful selling techniques to use when selling a product OR an idea
- Create an action plan to hack their personal productivity



Elephants Before Unicorns

Caroline Stokes

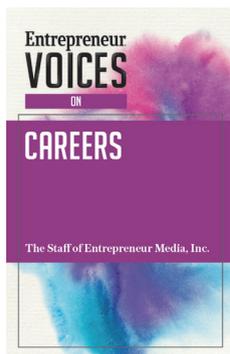
978-1-59918-658-0 \$21.99

eBook: 978-1-61308-407-6

September

Entrepreneurs are always searching for their “unicorn” team—that match made in heaven that opens the door to freedom and endless possibility. Unfortunately, huge obstacles—the “elephants”—tend to get in the way. Bringing her expert advice from HR to EQ, Caroline Stokes offers real-world solutions to the people management problems business owners face today. Readers will learn how to:

- Sift through recruiter inefficiencies and apply EQ strategies to find and hire the right people
- Build an onboarding process that fits their company culture and makes new hires feel welcome
- Keep employees happy, healthy, engaged, and educated so they always perform their best



Entrepreneur Voices on Careers

The Staff of Entrepreneur Media, Inc.

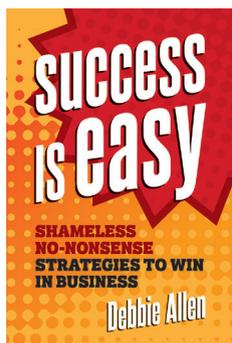
978-1-59918-659-7 \$19.99

eBook: 978-1-61308-416-8

October

Not every entrepreneur starts or ends their journey running their own business. This installment of the Entrepreneur Voices series offers insight into career stages and transitions of all kinds. From taking initiative in a corporate culture to taking the leap from side gig to full-time venture, *Entrepreneur Voices on Careers* compiles stories and advice from more than 20 career experts to help readers:

- Build a multimillion-dollar side hustle while keeping their 9-to-5 and their sanity
- Create an exit strategy before it's too late so they can leave their business in the hands of someone they trust
- Overcome boredom and advance their career by applying old skills to a brand new industry



Success Is Easy

Debbie Allen

978-1-59918-647-4 \$20.99

eBook: 978-1-61308-408-3

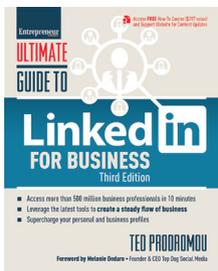
November

Motivational speaker, entrepreneur, and success expert Debbie Allen is here to prove that your dream is not nearly as far as you think. With actionable strategies and unapologetic advice, *Success Is Easy* is the ultimate guide to taking the leap, overcoming obstacles, and earning success on your own terms. Readers will learn how to:

- Escape the “Flip-Flop Zone” and make quality decisions
- Harness self-confidence, stop self-sabotage, and become a shameless self-promoter
- Conquer procrastination and craft a personal action plan for success



2019 New Editions



Ultimate Guide to LinkedIn for Business (3rd Ed.)

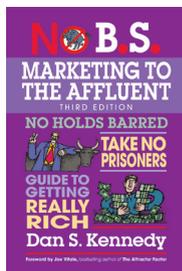
Ted Prodmou

978-1-59918-640-5 \$21.99

eBook: 978-1-61308-400-7

April

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



No B.S. Marketing to the Affluent (3rd Ed.)

Dan S. Kennedy

978-1-59918-641-2 \$17.99

eBook: 978-1-61308-401-4

June

Readers learn how to reposition their business, practice, or sales career to attract affluent consumers eager to pay more for expertise



Start Your Own Freelance Writing Business (2nd Ed.)

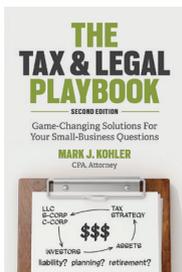
The Staff of Entrepreneur Media, Inc. & Laura Pennington

978-1-59918-645-0 \$19.99

eBook: 978-1-61308-405-2

July

From identifying the right business model to finding high-grossing clients, this guide shares actionable advice on how to build and sustain a freelance writing business



The Tax and Legal Playbook (2nd Ed.)

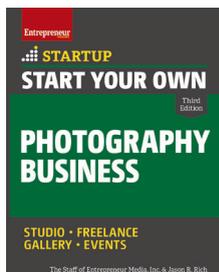
Mark J. Kohler

978-1-59918-643-6 \$19.99

eBook: 978-1-61308-403-8

August

A practical guide to the fundamental tax and legal issues facing new and established entrepreneurs



Start Your Own Photography Business (3rd Ed.)

The Staff of Entrepreneur Media, Inc. & Jason R. Rich

978-1-59918-657-3 \$19.99

eBook: 978-1-61308-413-7

October

An updated look at industry trends and the latest technology to turn a photography hobby into a lucrative business



Ultimate Guide to Link Building (2nd Ed.)

Garrett French & Eric Ward

978-1-59918-648-1 \$21.99

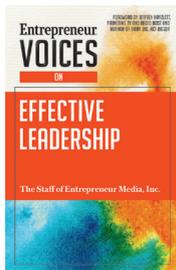
eBook: 978-1-61308-409-0

November

The complex world of web links is simplified to show readers how to create a link-building campaign to attract quality links, drive more traffic, and earn more sales

Achieve Your Full Potential

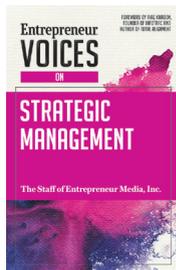
Featuring the diverse perspectives of prominent thought leaders, business owners, and entrepreneurs on today's entrepreneurial workplace.



Entrepreneur Voices on Effective Leadership

978-1-59918-617-7 \$19.99
eBook: 978-1-61308-377-2

Aspiring leaders learn how to define their leadership style as they learn the skills and strategies needed to motivate their teams and reach their company's vision



Entrepreneur Voices on Strategic Management

978-1-59918-618-4 \$19.99
eBook: 978-1-61308-378-9

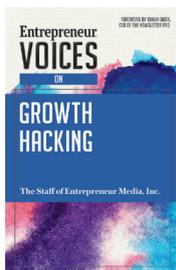
New and experienced managers will gain insight and battle-tested strategies to help manage personalities, improve team dynamics, and boost productivity



Entrepreneur Voices on Company Culture

978-1-59918-626-9 \$19.99
eBook: 978-1-61308-386-4

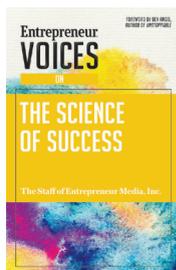
From defining their company culture to learning how to motivate their teams to reach the company's vision, this book dissects the skills and strategies necessary to develop a company's culture at every level



Entrepreneur Voices on Growth Hacking

978-1-59918-627-6 \$19.99
eBook: 978-1-61308-387-1

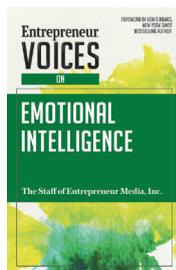
Entrepreneurs learn how to market products and services quickly and across all channels to corner their market from entrepreneurs who have left their competition in the dust



Entrepreneur Voices on the Science of Success

978-1-59918-634-4 \$19.99
eBook: 978-1-61308-393-2

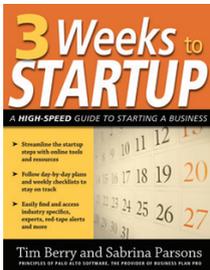
Readers will learn how to implement habits that increase productivity, apply research-backed strategies that close deals and increase profits, and develop a mindset that creates balance in their daily lives



Entrepreneur Voices on Emotional Intelligence

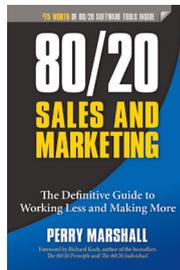
978-1-59918-635-1 \$19.99
eBook: 978-1-61308-394-9

Readers learn to perceive emotions to better handle the behaviors, personalities, and body language of those around them as they maintain their own emotional intelligence



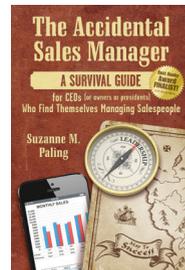
3 Weeks to Startup
 Tim Berry and Sabrina Parsons
 978-1-59918-196-7 \$19.95
 eBook: 978-1-61308-048-1

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



80/20 Sales and Marketing
 Perry Marshall
 978-1-59918-505-7 \$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



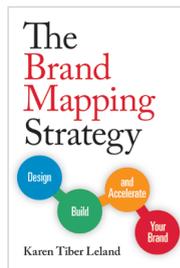
The Accidental Sales Manager
 Suzanne M. Paling
 978-1-59918-398-5 \$19.95
 eBook: 978-1-61308-017-7

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



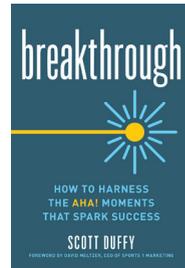
The Advertising Solution
 Craig Simpson with Brian Kurtz
 978-1-59918-596-5 \$21.95
 eBook: 978-1-61308-351-2

Walks readers through time-tested methods of creating effective ad copy that increases profits



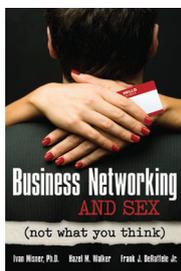
The Brand Mapping Strategy
 Karen Tiber Leland
 978-1-59918-589-7 \$21.95
 eBook: 978-1-61308-339-0

A 10-step Brand Mapping Process to help readers develop a long-term branding platform—not a short-term strategy



Breakthrough
 Scott Duffy
 978-1-59918-622-1 \$21.99
 eBook: 978-1-61308-382-6

Everything entrepreneurs need to know about scaling their business after launch and building new ideas out of overlooked opportunities.

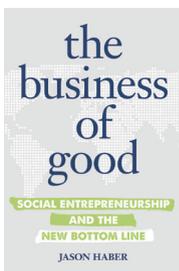


Business Networking and Sex

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

978-1-59918-424-1 \$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

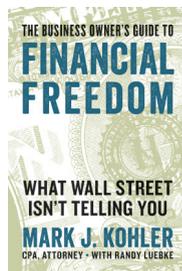


The Business of Good

Jason Haber

978-1-59918-586-6 \$21.95
eBook: 978-1-61308-336-9

Shares the story behind social entrepreneurship as told by the individuals compelled to create a change in the world—not just another business

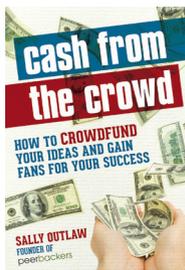


The Business Owner's Guide to Financial Freedom

Mark J. Kohler with
Randall A. Luebke

978-1-59918-616-0 \$19.95
eBook: 978-1-61308-375-8

Tailored for small-business owners and entrepreneurs, this guide helps readers identify the tax-saving and investment strategies that are ideal for their business



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

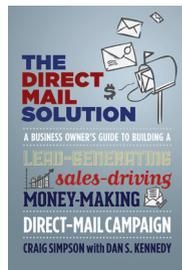


The Digital Marketing Handbook

Robert W. Bly

978-1-59918-621-4 \$21.99
eBook: 978-1-61308-381-9

Readers learn to optimize their digital marketing strategy with online business models, traffic drivers, lead magnets, and other tools designed to multiply their website's ROI

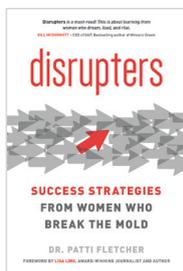


The Direct Mail Solution

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

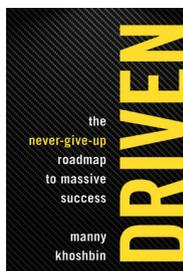


Disrupters

Dr. Patti Fletcher

978-1-59918-620-7 \$21.99
eBook: 978-1-61308-380-2

Showcases women business leaders who have found success by breaking the unspoken rules of corporate culture, from board members to CEOs to freelancers

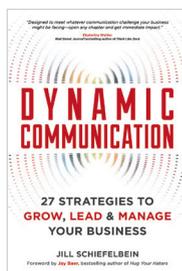


Driven

Manny Khoshbin

978-1-59918-624-5 \$19.99
eBook: 978-1-61308-384-0

Goes beyond Manny's personal ride through the entrepreneurial journey to deliver the habits, mindset, and insights aspiring entrepreneurs need to turn their own dreams into reality.



Dynamic Communication

Jill Schiefelbein

978-1-59918-608-5 \$21.95
eBook: 978-1-61308-365-9

Taking a page from the playbooks of 27 successful companies, this book shows entrepreneurs how to craft a communication strategy that secures investors and increases profits

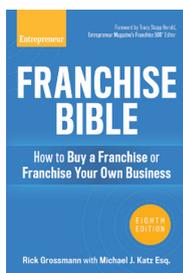


Finance Your Business

The Staff of
Entrepreneur Media, Inc.

978-1-59918-597-2 \$24.95
eBook: 978-1-61308-352-9

In-the-trenches financial wisdom to help businesses stay profitable from seed funding to expansion capital

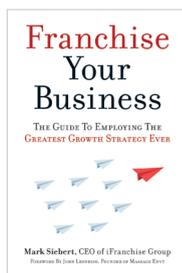


Franchise Bible (8th Ed.)

Rick Grossmann with
Michael J. Katz Esq.

978-1-59918-600-9 \$21.95
eBook: 978-1-61308-355-0

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

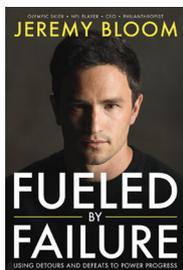


Franchise Your Business

Mark Siebert

978-1-59918-581-1 \$21.95
eBook: 978-1-61308-331-4

Helps readers grow their business through franchising with practical advice and expert help



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



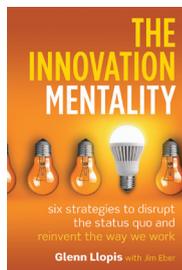
The Hero Factor

Jeffrey Hayzlett with Jim Eber

978-1-59918-636-8 \$20.99

eBook: 978-1-61308-395-6

Shines a light on what happens to companies when their values don't align with their mission and helps transform organizations as they learn to live the values they preach



The Innovation Mentality

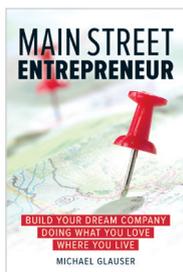
Glenn Llopis with Jim Eber

978-1-59918-603-0 \$24.95

Hardcover

eBook: 978-1-61308-359-8

Readers get an inside look at the urgent call-to-action facing business leaders to adopt a reinvented, evolutionary, innovation-driven mindset.



Main Street Entrepreneur

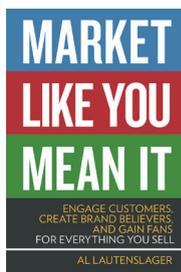
Michael Glauser

978-1-59918-590-3 \$24.95

Hardcover

eBook: 978-1-61308-340-6

Readers learn how to build a purpose-driven business that addresses community needs using nine powerful keys



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



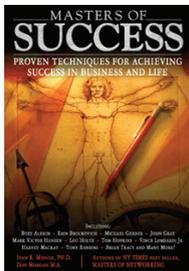
The Marketing Plan Handbook (2nd Ed.)

Robert W. Bly

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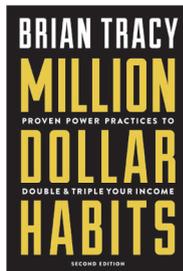


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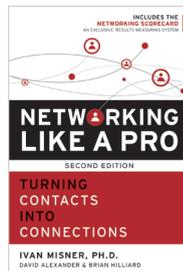


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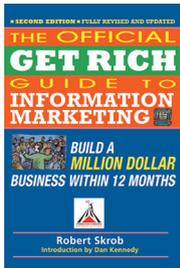


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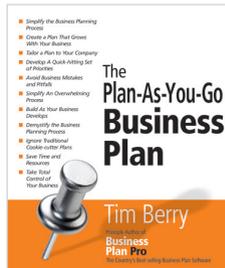


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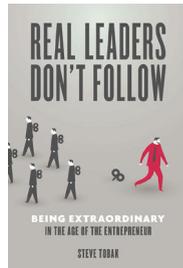


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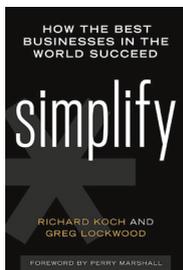


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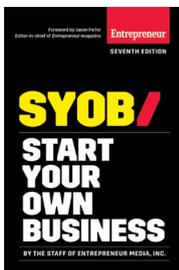
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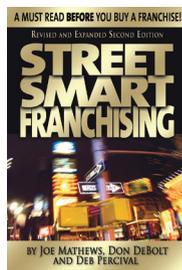
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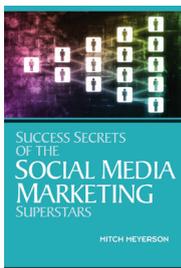
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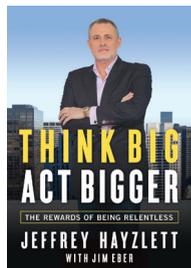
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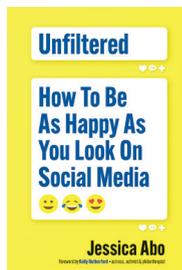


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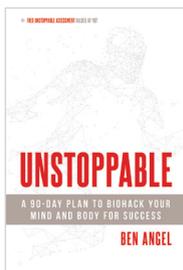


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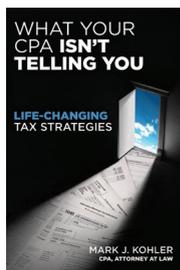


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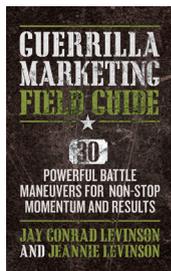


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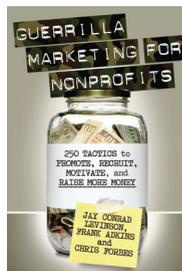


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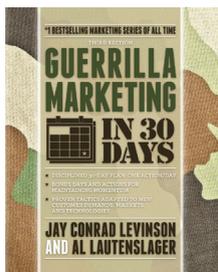


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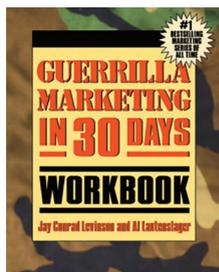


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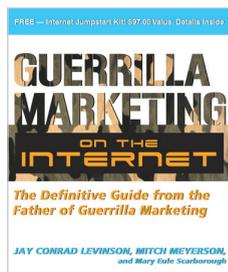


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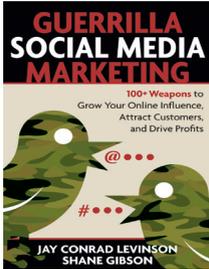


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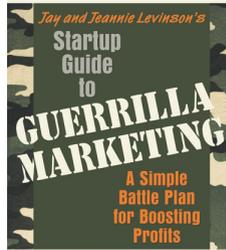


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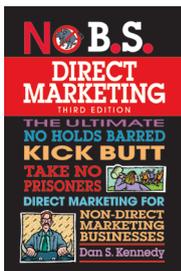


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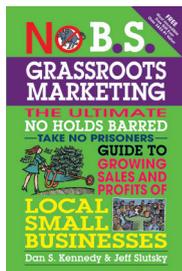


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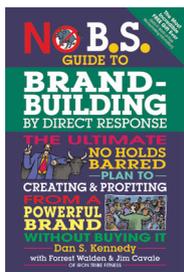


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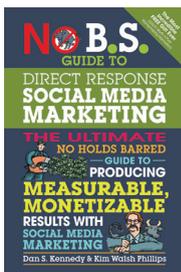


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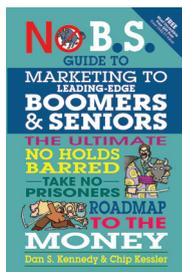


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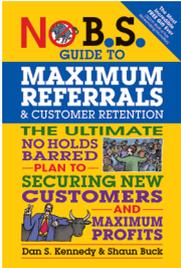


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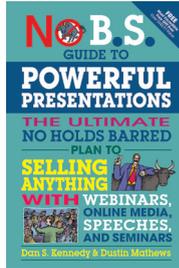


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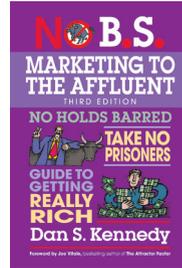


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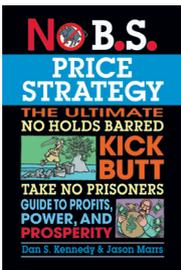
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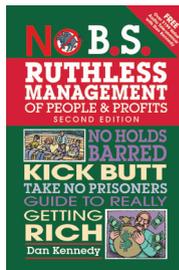


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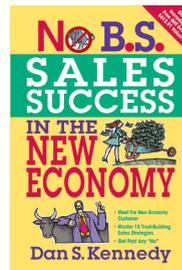


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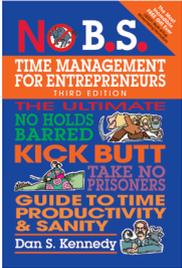
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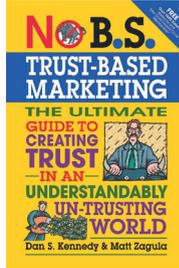
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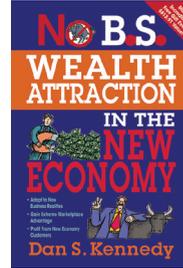
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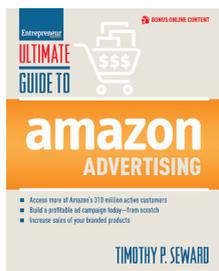
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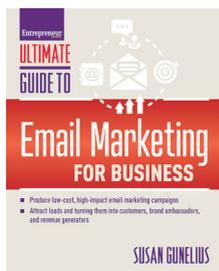
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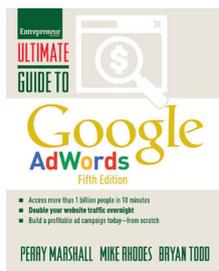


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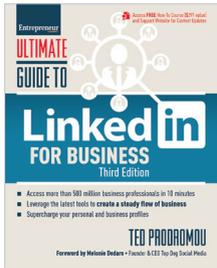
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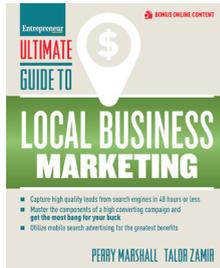
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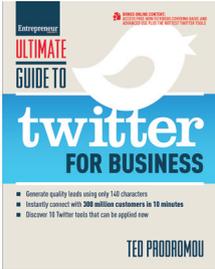


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