



Great Tips for Your Small Business: Increase Your Profit and Joy in Your Work

Julie V. Watson

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Through this easy reading, multi-faceted book, business author Julie V. Watson offers up invaluable tips and hints for home-based, micro, and small businesses. Her suggestions will help you save time and money, use creative planning and new ideas to increase profitability, create a rewarding business environment, and increase sales through effective marketing and promotion.

Drawing on her more than 20 years of experience as a home-based entrepreneur, as well as the stories of a number of other successful business owners across Canada, Watson offers up practical, priceless advice. "These are jump-start-your-brain-type offerings that get people thinking creatively about a new business, or about improving and streamlining the one they have," says the author. "My belief is that we constantly need to trigger our brains, refresh what sets us apart, to create a business that compliments the lifestyle we want to achieve."

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