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START SMALL FINISH BIG

Fifteen Key
Lessons to
Start – and Run –
Your Own Successful
Business



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FRED DELUCA
with John P. Hayes

Start Small Finish Big

Millicent Lownes-Jackson



Start Small Finish Big:

Start Small, Finish Big Fred DeLuca, John Phillip Hayes, 2000 The founder of the Subway sandwich shop franchise draws on his own experience to present fifteen important steps to becoming a successful entrepreneur offering helpful advice and key business strategies ranging from continually improving your business to believing in your people 60 000 first printing

Start Small FINISH BIG Fred De Luca, John P. Hayes, 2012-11-20 At age seventeen Fred DeLuca borrowed 1 000 from a friend and started SUBWAY R Today with more than 38 000 stores in one hundred countries and annual sales exceeding 16.6 billion Fred DeLuca's SUBWAY is a success story with a message START SMALL FINISH BIG Publishers Weekly Review DeLuca was only 17 when he started what is now the Subway restaurant chain in 1965 he needed money to attend college and a friend offered to back him with 1 000 to start a sandwich shop in Bridgeport Conn That beginning led DeLuca to an enormously successful career in addition to being president of the chain he runs MILE a nonprofit organization that offers loans to entrepreneurs According to DeLuca there are 15 essential principles for anyone starting a small business some of which DeLuca confesses he learned the hard way he had never made a submarine sandwich before opening day of his first shop Among these pillars Believe in Your People Never Run Out of Money Keep the Faith and Profit or Perish DeLuca uses his own business experience as well as that of other successful entrepreneurs e.g. the founders of Kinko's and Little Caesar's In addition to those of less well known business people Written in a conversational style the advice isn't especially original or creative However would be millionaires who are sitting at their kitchen table wondering if they should take that big step and start a business will find the book both instructive and inspirational Agent Bob Diforio Library Journal DeLuca co-founder in 1965 of SUBWAY Restaurants and founder in 1996 of the Micro Investment Lending Enterprise MILE a nonprofit organization making microloans to entrepreneurs microentrepreneurs has written this humorous down to earth guide to success as a small business owner Coauthor Hayes is a writer Computer Architecture and Organization 1998 public speaker and business trainer Each chapter describes one of DeLuca's 15 key lessons and is illustrated with a real life case study None of the people in these cases is a household name but businesses such as Kinko's Little Caesars and SUBWAY are DeLuca doesn't claim that his guides form a master plan for success but he optimistically believes that anyone can become Bill Gates Lillian Vernon or Henry Lay and that his lessons will increase the chances His book also promotes and supports MILE and the last chapter and appendix are devoted to information about it and its programs Recommended for most small business collections Susan C Awe Univ of New Mexico Lib Albuquerque

The Small-Cap Investor Ian Wyatt, 2009-09-08 Small cap stocks those publicly traded companies with market capitalizations less than 2 billion can yield significant gains that are impossible to find in larger stocks They've also proven to be among the most attractive investments after a financial downturn Unfortunately information about how to successfully invest in these smaller companies has been hard to find until now Author Ian Wyatt is dedicated to helping investors find great companies at bargain prices before Wall Street or Main

Street catches on As the Chief Investment Strategist of SmallCapInvestor.com he's guided countless individuals in their quest to capture small cap investing success Now with *The Small Cap Investor* Wyatt will help you do the same Throughout the book Wyatt clearly outlines his proven investment process and the systems that are involved detailing eight straightforward steps you need to take to find research and analyze small cap stocks that could put big gains in your portfolio Page by page he takes the time to explain the essential criteria involved in picking the right stocks and timing your buy/sell decisions Topics touched upon include Identifying growth trends and market sectors positioned for rapid growth in the years to come Secrets for finding undiscovered small caps before they are embraced by the financial media and institutional investors Understanding the fundamentals of a potential investment including products/services and management's ability to run the business Along the way Wyatt not only shows you how to find winners but also addresses how to avoid losers This is particularly important for investors who have experienced losses in their portfolios and are looking to grow their portfolios in the coming years Many of today's top large cap companies from Microsoft to Wal-Mart all started out small and grew to become dominant forces in their respective industries Investors who bought these great companies early on profited handsomely By following Wyatt's guidance and understanding his strategies for finding winners you'll have a huge edge over other investors and be in a better position to profit from the exponential growth of the right small cap companies

The Unofficial Guide to Starting a Small Business Marcia Layton Turner, 2011-08-24 The inside scoop for when you want more than the official line Want to be your own boss but aren't quite sure how to make it happen This savvy guide will show you the way Now revised and updated to cover the latest regulations techniques and trends it walks you step by step through the entire start-up process from coming up with a business plan and lining up financing to setting up shop marketing to your customer base and dealing with accounting taxes insurance and licenses Packed with real world tips and tricks that you won't find anywhere else it delivers all the know-how you need to declare independence from the 9 to 5 world launch your business and watch the profits grow Vital Information on real world entrepreneurship that other sources don't reveal Insider Secrets on how to secure financing and choose a winning location Money Saving Techniques including low cost ways to market your business Time Saving Tips for creating a business plan and handling legal and accounting basics The Latest Trends including how to launch a profitable home or Web-based business Handy Checklists and Charts to help you plan your start-up and succeed in the marketplace

Deeper and Deeper Jonathan Chase, 2005-05 Complete Instruction Course in Stage hypnosis covering everything from setting up the venue to turning the lights out as you leave The techniques necessary for volunteer selection rapid inductions deepenings and entertainment routines are all dealt with clearly and concisely and Jon includes his Super Suggestion which every therapist should have in their armoury

Starting a Craft Business Millicent Lownes-Jackson, 2005-03 Starting A Craft Business is a fresh and innovative inspirational business guidebook for individuals who love to make handcrafted or art items and want to make money while enjoying their talent Whether the craft

artisan is a retired school teacher vacation bible school craft teacher disabled professional or simply a lover of any form of art or craft this book will help to make their dreams and aspirations of business ownership become a reality The Money Making Machine Asuquo, I. John,2015-01-02 This book goes in depth to answer fundamental questions that have always been there to which answers were never properly given to really explain in very simple and clear terms how to make money a lot of money as much money as you want It uses a novel approach to a subject that has always been of interest to millions of people across the world Start your own business and live your dream Norman V. Meier,2012-04-17 This book has the power to change your life forever In less than two and a half years Norman Meier has become a self made millionaire with his own business earned over 100 000 per month and took two companies public that were valued at over 300 million in the stock market He has started and built several businesses from the ground up and raised millions of dollars for his business ideas and start ups In this book he will teach you his secrets his knowledge and mental attitude so you can do the same He will help you to find the business that is right for you how to make it work like no one has shown you before and how the power of Private Equity raising capital for your business can make you a millionaire You will learn how to start your own business and how to make it successful so that you can live the life that you have always dreamed about *Start Your Business Week by Week* Steve Parks,2013-02-14 In 26 weekly steps this unique and cleverly structured book will walk any budding entrepreneur through everything you need to know and do in the exact order you need to do it to get your new business up and running Each step contains a to do list an explanation of what needs to be done useful hints and shortcuts and the contact information you need Written by an experienced entrepreneur and updated for a new global economy this book contains the most up to date fresh thinking and ideas so you can overcome the challenges of a new business start up and turn your entrepreneurial dreams into reality Goal Digger: Lessons Learned From The Rich Men I Dated ,

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