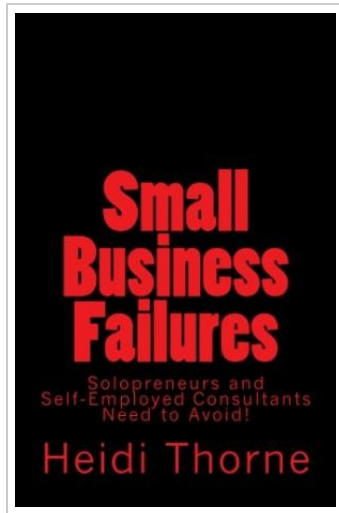




Small Business Failures Solopreneurs and Self-Employed Consultants Need to Avoid (Paperback)

By Heidi Thorne

Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Written expressly for solopreneurs and self-employed consultants, Dr. Heidi Thorne, MBA/DBA, discusses key behaviors and attitudes that can lead to small business failures in one-person operations. Topics include: * Identities that can negatively impact success such as being a Lemonade Stand, Superhero, One-Trick Pony, Unicorn or Accidental Charity. * Boundary issues such as sales territory expansion, time traps, bloated service menus, muddled income streams and doing business with friends. Dr. Heidi Thorne is an author, business speaker and consultant who specializes in working with solopreneurs, coaches and consultants on self publishing books and blogs. She has over 25 years experience in sales, marketing and advertising and taught at the college level for five years. Learn more about Heidi at .

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