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Nota di contenuto	Intro -- Contents -- What's it about? -- Finding a profitable passion is key to starting a microbusiness -- To succeed, your microbusiness needs to generate value -- Present your offerings well to catch the attention of potential customers -- Your microbusiness needs to focus on launching and making its first sale quickly -- Creating a long-term plan for your microbusiness: should you expand? -- Make small tweaks to expand your microbusiness in a manageable way -- Final summary -- Now read the book -- Key takeaways -- Copyright Page.