

1. Record Nr.	UNINA9910789263403321
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Titolo	Steps to small business start-up : everything you need to know to turn your idea into a successful business // Linda Pinson
Pubbl/distr/stampa	Tustin, California : , : Out Of Your Mind . . . And Into The Mark, , 2014 ©2014
ISBN	0-944205-58-5
Edizione	[Eight edition.]
Descrizione fisica	1 online resource (234 p.)
Collana	Small Business Strategies Series
Disciplina	658.1 658.1/11 658.111
Soggetti	New business enterprises - United States Small business - United States Success in business - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Front Cover; Copyright Page; About the Author; Dedication and Acknowledgments; Thank You, Educators!; Table of Contents; Books & Software by OM..IM; Preface; Ch 1 - It's Time to Be Your Own Boss; Why Do You Want to Own a Business?; Are You Ready to Make the Transition?; Match Your Skills and Interests to Your Business; Look at Your Financial Situation; Find a Mentor; What's Next?; Skills & Interest Business Matching Worksheet; Ch 2 - Think About Ways to Start a Business; Start Your Own Business; Buy an Existing Business; Buy a Franchise; Invent a Product Become a Social Entrepreneur (Commonly Nonprofit)Ch 3 - Start Branding Your Business; Name Your Company; Develop Your Company's Logo; Design Your Business Cards; Create Letterhead and Envelopes; Summary; Ch 4 - Learn About Proprietary Rights; Copyrights; Trademarks; Patents; Ch 5 - Decide on Your Business Location; How Do you Choose a Location; The Virtual Location; Making the Final Decision; Ch 6 - Home-Based Business: Is it Right for You?; How Does a Home-Based Business Differ?; Do You Qualify for a Home-Office Deduction?; Calculating Your Deduction; Deducting Expenses

Increasing Your Chances for Success  
IRS Warning: H-Based Business Tax Avoidance Schemes; Flow Chart: Can You Deduct Business Use of Home Expenses?; IRS Form 8829: Expenses for Business Use of Your Home;  
Ch 7 - Choose Your Legal Structure; Understanding Legal Structures; Sole Proprietor; Partnership; Corporation; S Corporation; Limited Liability Company (LLC); Changing Your Legal Structure; In Summary;  
Ch 8 - Get a Business License; Location Considerations; Licensing a Home-Based Business; Applying for a Business License; Always Post Your Business License; Example Business License Application  
Ch 9 - Register Your Fictitious Business Name (DBA) If You Fail to File; How to File a DBA; Renewal of Your DBA; Example: Fictitious Business Name Statement; Example: Proof of Publication Certificate; Ch 10 - Obtain a Seller's Permit; Applying for a Seller's Permit; Purpose of a Seller's Permit; State Laws Vary; Misuse of Your Seller's Permit; Resale Certificate; Reporting Sales Tax; Sales Tax Flowchart; Example: Application for Seller's Permit; Example: Sales and Use Tax Return; Example: Resale Certificate; Ch 11 - Establish a Business Bank Account; Basic Information to Think About  
Separate Business and Personal Finances  
Open a Checking Account; Additional Accounts You May Wish to Consider; In Conclusion; Choosing a Bank Worksheet; Ch 12 - Plan for Your Insurance; Shopping for an Insurance Company; What are the Basic Kinds of Insurance?; Property and Liability Insurance; Life Insurance; Health Insurance; Employee Benefits; Work with an Insurance Professional; After You Have Your Information; Insurance Fact Sheet; Ch 13 - Use the Internet; Connecting to the Internet; Communicating with Customers and Vendors; Searching for Information on the Internet; Search Engines  
Metasearch Engines

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#### Sommario/riassunto

A business classic that has been guiding new entrepreneurs through the process of launching their businesses for more than a quarter of a century, this book has now been revised to feature the most up-to-date information, forms, examples, and worksheets. It emphasizes all of the mechanics of the start-up, including choosing a business, legal structure, location, and DBAs. Additional chapters cover home-based business, proprietary rights, financing options, bookkeeping, and cash flow. Offering indispensable advice for marketing, Internet operation, and business planning, it is positioned to

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