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Nota di contenuto	Intro -- Title Page -- Copyright Page -- Dedication Page -- Contents -- Foreword -- Preface -- Acknowledgments -- Introduction -- Part One - Laying the Groundwork for a Million-Dollar Business -- 1: Start the Million-Dollar Journey -- You Look like a Million -- Revealing a Well-Kept Secret: Knowing where to Look -- If you don't Believe in you, No One Else Can -- You've seen and Conquered Before -- Grit your Teeth and Go for It -- 2: Think Big and Bold -- Shout it Out -- Mind Over Money -- Bigger can be Better -- Take Action: Make it Happen -- If at First you don't Succeed... -- 3: Get Ready, Get Set, Grow -- Get your House in Order -- Relationships may Change: Be Prepared -- Create a Peer Support Network -- Mentors can Guide your Growth -- Part Two - Using the Four Strategic Keys to Growing your Business -- 4: Create the Vision -- Define the Vision of your Company -- Articulate your Mission -- Communicate the Core Values -- Create the Right Business Plan -- Focus, Focus, Focus -- Invest in Professional Resources and Advisors -- Step up to the Role of CEO -- Build an Advisory Board -- 5: Develop the Right Team -- Let Go to Grow -- Take Action Every Day -- Hire the Right People -- Hire the Best

Candidate, Not the Best Job Seeker -- Invest in Retention: Get Started on the Right Foot -- Identify your Company's Pink Cadillac -- Attract the Best and the Brightest through Innovation and Creativity -- Take Emotions Out of the Workplace -- Tap into Hidden Talents -- Create Systems to Ensure Consistent Results -- Learn from Resignations to Help you Grow -- 6: Implement Key Marketing Strategies -- Create a Killer Brand -- Shake Things Up: Create a Unique Value Proposition -- Cultivate and Connect with Customers and Clients -- Create a Customer Advisory Board -- Know your Competition -- Touch your Customers in Unique Ways -- Become a Media Maven. Apply for Awards -- Enjoy the Rewards of Networking -- Go for the Gold -- Bag the Big Business Deals -- Don't Put All your Eggs into One Basket -- 7: Fund your Business Growth -- Obtain the Funding -- Begin the Money Hunt -- Get Credit when you don't Need It -- Get to Know People in the Investment Community -- Perfect your Pitch -- Angel Investors -- Venture Capital -- Overcome Gender Bias -- Develop an Exit Strategy -- Leave a Legacy -- Part Three - Accelerating your Business Growth -- 8: Develop Growth Strategies -- Control the Growth -- Build together through Strategic Alliances -- Develop Smart Partnerships -- Think Globally for Growth -- Think Franchising for Fast Growth -- Reap the Benefits of Direct Sales -- 9: The Rest of the Story -- You've Gotta Love It -- Define Success for Yourself -- Stay True to Yourself -- Cherish Yourself -- Pay yourself what you are Worth -- Be an Unintentional Mentor -- Choose your Battles Wisely -- Expect the Unexpected -- Reap the Ultimate Reward: Giving Back -- You can do It -- 10: Great Resources -- Appendix: Celebrating Our Successes -- Notes -- Index.

Sommario/riassunto

In The Girls' Guide to Building a Million-Dollar Business, Susan Solovic shows women how to gain the confidence and knowledge they need to become successful entrepreneurs. Inspiring and unflinching, this book shows women that not only do they have the power to earn more money and control their financial destinies---they deserve to.
